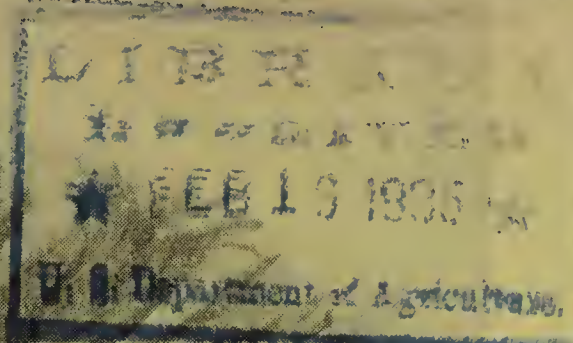


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Do not assume content reflects current scientific knowledge, policies, or practices.

62.11



CALENDULA "ORANGE SHAGGY"

WILL help satisfy the desire of amateur gardeners and commercial flower growers alike for new things this Spring. Calendula "Orange Shaggy" demonstrates a distinct break in Calendulas. Petals closely set, long and beautifully fringed or lacinated are the cause of the shaggy appearance that is responsible for the name of the variety. The flowers are flat and of a rich orange shade, slightly lighter toward the medium closed center, informal in effect. Height about 18 inches. **Pkt. 25c; (small pkt. 10c).**



A NEW FLOWER NOVELTY FOR SPRING • 1935

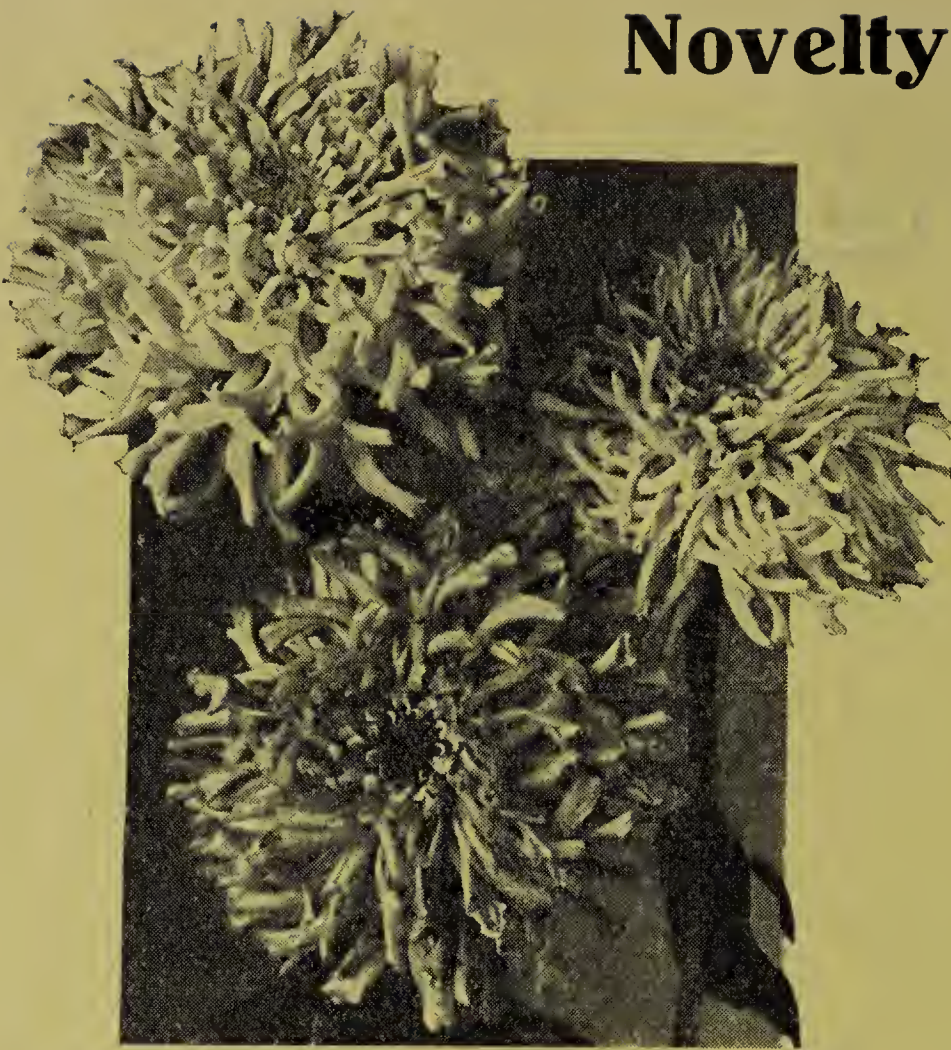
THE J. D. LONG SEED COMPANY
BOULDER • COLORADO

LONG'S SPRING GARDEN BOOK • 1935

Novelty Zinnias for 1935

New Zinnia "Fantasy"

Chrysanthemum- Flowered



Fantasy is the most fascinating new Zinnia type introduced to the flower world in many years.

The very informal, shaggy appearing flowers are graceful and interesting; quite distinct from the stiff, formal Zinnias to which we are accustomed.

The rounded medium sized flowers are composed of a mass of shaggy ray-like petals which give a delicate and refined appearance, large enough to satisfy the desire for mass of color, yet small enough to lend themselves gracefully to flower arrangement.

The color range includes the brightest shades of reds, yellow and orange, as well as the popular pastel pinks and cream. Mixed colors. **Pkt. 25c; (Trial Pkt. 10c).**



**Tom
Thumb
Zinnias**

**Smallest
of All**

Plants 4 to 6 inches high, compact, covered with well formed flowers of the Lilliput type. Excellent for small beds, borders, and also for pots. Many pleasing colors, mixed. **Pkt. 10c; ¼ oz. 30c; ½ oz. 50c; oz. 90c.**

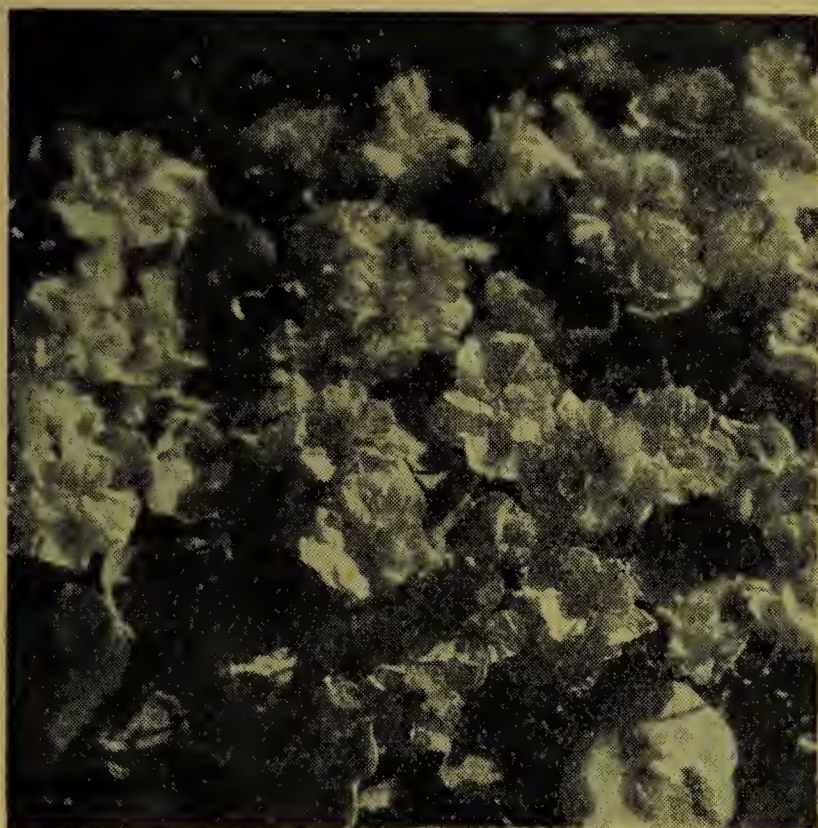


Mexicana Zinnias

Delightful small double and semi-double flowers, mixed colors from yellow to mahogany-red, many being two-toned. Plants about 9 inches tall. Very free flowering. Altogether different from other Zinnias.

Fine for bedding and for bouquets in small vases and bowls. **Pkt. 10c; ¼ oz. 30c.**

See page 64 for Long's Dahlia-Flowered, Mammoth and other fine Zinnias.



New Double Sweet Scented Golden Gleam Nasturtiums

GOLDEN GLEAM NASTURTIIUM

GOLDEN GLEAM, the new sweet scented golden flowered Nasturtium with long stems, has already won many medals and prizes in America and Europe.

Splendid for bedding and borders. Very floriferous, the charming blossoms on long stems almost hiding the foliage.

An inexpensive answer to that porch box problem. (The illustration above shows part of a window or porch box—just "Golden Gleam" in the box.)

Delightful for pots also. The plants send out runners, so you can use either way—let them run and trail, or clip them off if you wish to keep in bush form. Note the new low prices. **Pkt. 10c; oz. 25c; ¼ lb. 75c.**

And now Scarlet Gleam and Glorious Gleam Hybrids (Nasturtiums). Our seed grown for us by the introducer. Introducer's own descriptions, as follows:

New Nasturtium "Double Scarlet Gleam"

Those who have seen Scarlet Gleam growing, enthusiastically proclaim it even more intensely dazzling in color than the showy Golden Gleam.

The flowers are a fiery orange scarlet, a color comparable to the brilliance of Scarlet Sage, or seeing a row of the plants one might visualize a showy border of scarlet Geraniums.

The individual blooms are of an immense size, almost 3 inches across, much larger than any Nasturtium ever known. The sweet fragrance is more pronounced, and the double flowers more uniformly well formed.

The foliage is the same lush green characteristic of Golden Gleam, and the contrast of the large, double, fiery orange scarlet flowers above their cool restful green leaves attracts and holds the eye at once, while the ease with which they can be grown under almost any conditions will make Scarlet Gleam the most popular all-around annual.

The plants are semi-dwarf, throwing short runners from a well-rounded, free-flowering bush, with long wiry stems bearing the numerous flowers well above the foliage, which gives the effect of a solid mass of color. **Pkt. (20 seeds) 25c; ½ oz. \$1.00; oz. \$1.75.**

New Nasturtium "Double Gleam Hybrids"

With the introduction of these Gleam Hybrids the flower world is enriched by an advance in the forward progress of the plant world.

As the Dahlia Flowered Zinnias in 1924 tolled the death knell of the single Zinnia, Double Gleam Nasturtiums in 1934 are the fountainhead from which will issue the flower of tomorrow in the Nasturtium family.

The Hybrids are a collection of gorgeously colored, large, well-formed flowers of such dazzling beauty that the mind hesitates to credit the evidence of the eyes. Colors certainly never dreamed of before in a double Nasturtium abound in profusion—glorious flowers of salmon, golden yellow, orange scarlet, cerise, cream yellow, orange, crimson, and gold flushed scarlet combine with the foliage of fresh green.

They thrive under almost any cultural conditions, and this factor, combined with the brilliance of their colors, assures Gleam Hybrids of a universal popularity.

The plants are semi-dwarf, throwing short runners from well-rounded, free-flowering bushes. Stems are long, and bear the flowers well above the foliage of the plant. In the garden or for cutting no flower could be more lovely. **Pkt. 25c; ½ oz. 85c; oz. \$1.50.**

New Super Giant Aster---"Los Angeles"

This is the largest and most fully double Aster known. The flowers are from six to seven inches across. The plants reach a height of 2½ to 3 feet, with six to eight long, non-lateral stems per plant.

The color is a lovely pure shell pink, the first of a new race of Asters, resembling the famous Giants of California type, but earlier, larger and with longer and better stems, which need no disbudding.

The large flowers are most artistic, due to the curling and interlacing of the petals, giving a light feathery effect. Flowers deeper and fuller centered than the others of this type. Pkt. 20c; 3 pkts. 50c; ¼ oz. \$1.00.

Culture

The aster does best when brought to flower late in the season. It comes in after many other flowers have come and gone, and will bloom right up until rather heavy frosts. However, a succession is desirable, and can be had in several ways. By planting seed at intervals of several weeks from March indoors to last of May outdoors, you can prolong the aster season a number of weeks. Planting early and late varieties at the same time will also accomplish this to a considerable extent.

Special One 20c pkt. each of Los Angeles, Rosebud and Golden Sheaf Asters for 50c.

Our seed of this Super Giant Aster is all from the introducer.



Field View of Super Giant Aster — "Los Angeles."

LONG'S

Large and Lovely Asters

New Peony-Flowered Aster—"Rosebud"

"Rosebud." A1. Color, clear deep rose. Flowers immense size and fully double, borne on long, stout non-lateral stems.

Plants 2½ to 3 feet tall, same height and same blooming season as the new "Los Angeles" Aster. These two make a lovely pair. Plant some of each. Pkt. 20c; 3 pkts. 50c; ¼ oz. \$1.00.

A1 Special One 20c packet each Rosebud, Los Angeles and Golden Sheaf for 50c. (Golden Sheaf page 6.)



Boulderado Beauty Form of flowers illustrated above. Plants vigorous, 30 to 36 inches tall. Flowers immense, fully double, borne on long, straight stems, last two weeks after cutting.

- | | |
|--------------------|-------------|
| A20. Shell Pink | A23. Purple |
| A21. Rose Pink | A24. White |
| A22. Lavender | A25. Mixed |
| A14. Peach Blossom | |

Early Royal Asters A strain of Early Giant Asters especially valuable for cut flowers on account of their long, strong stems that are almost free from side branches. Same form as Boulderado Beauty, but not so large.

- | | |
|----------------|---------------|
| A2. White | A5. Rose Pink |
| A3. Purple | A6. Lavender |
| A4. Shell Pink | A7. Mixed |

Special Aster Prices All Asters listed above (except "Rosebud") at: Pkt. 10c; 3 pkts. 25c; 7 pkts. 50c; 15 pkts. \$1.00. You sort up whatever packets you wish at these prices.

Bulk Aster Prices All above kinds (except "Rosebud") at: ⅛ oz. 35c; ¼ oz. 60c; ½ oz. \$1.00.

California Giants Strong stems, flowers large, heavy substance, long graceful petals curled and twisted like a chrysanthemum. Late.

- | | |
|----------------|---------------|
| A30. White | A32. Lavender |
| A31. Rose Pink | A33. Purple |
| A36. Mixed | |

Crego Asters Shaggy type, like Giants of California. Earlier but not so large.

- | | |
|---------------|-----------------|
| A8. White | A10. Shell Pink |
| A9. Rose Pink | A12. Lavender |
| A13. Mixed | |

Everlasting Aster A16. Resembles pink Straw Flower. When dried retains color and shape.

Sunshine A17. Improved Giant California. Single, anemone-flowered. The new strain, mixed colors.

Wilt Resistant Strain of Asters

If you never have trouble with Aster wilt, then the regular strains, same we and other seedsmen have always sold, will be O. K. for your garden.

But there is an Aster wilt disease caused by a parasitic fungus. If this once gets into your soil it remains there indefinitely, causing ordinary strains to wilt and die, whereas the plants of wilt resistant strains will nearly all resist this disease.

This resistance is to wilt only, not to another disease known as Aster yellows, caused by leaf hoppers. No remedy for yellows except to grow the plants entirely protected with cheese cloth sides and cover.

Not all varieties of Asters have yet been produced in the wilt resistant strains. We have the following for this season:

Boulderado Beauty WR20. Shell Pink. WR21. Rose Pink. WR22. Lavender. WR23. Purple. WR24. White. WR25. Mixed.

Early Royal WR2. White. WR3. Purple. WR4. Peach Blossom. WR5. Rose Pink. WR6. Lavender. WR7. Mixed.

Crego WR8. White. WR9. Rose Pink. WR10. Shell Pink. WR12. Lavender. WR13. Mixed.

Heart of France WR16. Large, deep red, long stems.

Prices for Wilt Resistant Asters listed here; All at pkt. 15c; 2 pkts. 25c; 5 pkts. 50c; 11 pkts. \$1.00; ⅛ oz. 45c; ¼ oz. 75c.

New Yellow ASTER Golden Sheaf

The "Yellowest Yellow" yet produced. None so deep yellow as we might wish, but here is the best yet. And it's a wilt resistant strain.

Originator's description:

"We take pleasure in introducing Golden Sheaf, the deepest yellow aster yet offered, and the only one that is wilt resistant. The flowers are fully double, with an attractive crest-like center, of good substance and fine depth of petal. It has all the characteristics of the Aurora type of aster so popular now with florists. The flowers last well when cut, and are excellent shippers." Pkt. 20c; 3 pkts. 50c; 1/4 oz. \$1.00.

SPECIAL: One 20c pkt. each Golden Sheaf, Rosebud and Los Angeles Asters for 50c.



Scabiosa—Loveliness



A glorious new color in annual Scabiosa. The blossoms range through varying tones of soft delicate Salmon-Rose. This is undoubtedly the most beautiful Scabiosa ever introduced, the result of 7 years intensive selection. As a cut flower it is unsurpassed. The delightfully fragrant flowers are borne on long stiff stems. The crowning beauty of Loveliness is its glorious Salmon-Rose color. Pkt. 15c; 1/8 oz. 35c; 1/4 oz. 60c.

Calendula—"Campfire"



Very double, brilliant orange flowers with a crimson or orange sheen. Stems long and fine for cutting. This is also known as "Sensation." Grows readily from seed planted outdoors. May also be grown in pots indoors. It blooms continuously if kept picked. Pkt. 10c; 1/2 oz. 30c; oz. 50c. See also page 15.

Pansies

LONG'S

Super-Giant Mixture

P1

If you buy just one packet I'd suggest my SUPER-GIANTS MIX, because it contains so many of the finest varieties—all in the one mixture.

Pkt. 25c; 5 pkts., \$1.00; ¼ oz. \$2.00; ½ oz. \$3.50; oz. \$6.00.



Large Flowering P2. Mixed. Pkt. 10c.

Jet Black P4. Medium size. Pkt. 10c.

White P5. Large. Pkt. 10c.

Golden Yellow P6. Pkt. 10c.

Mad. Perret P7. Rose. Pkt. 10c.

Giant Masterpiece P8. Many petals also curled; mostly dark, velvety shades. Pkt. 10c.

Giant Bugnot P9. Shades of red, bronze, and reddish cardinal. Mixed. Pkt. 15c.

President Carnot P10. White with violet blotches. Pkt. 10c.

President McKinley P11. Glowing yellow, blotched with deep reddish brown. Pkt. 10c.

Bronze P12. Bronze and brown shades. Pkt. 10c.

Swiss Giant Mixed P14. Flowers of large size, great substance, novel color combinations. Plants robust. Pkt. 15c.

Swiss Blue P15. LAKE OF THUN. A blue different from any other blue or near-blue in pansies. Very distinct and beautiful. Center darker. Pkt. 15c.

Swiss Cardinal P16. ALPENGLOW. Another outstanding and very rare color in pansies. Pkt. 15c.

Swiss Yellow P16½. RHINEGOLD. Lovely golden yellow with brown blotches on the three lower petals. Pkt. 15c.

Triumph of the Giants P18. The giant blossoms are held high above the foliage on long stems. Petals curled and overlapping. Colors rich, running to tones of red, brown, copper, deep yellow, with darker centers. Pkt. 20c.

Adonis P19. LIGHT BLUE. Light blue with lighter margin. Good size. Pkt. 10c.

Pansies

Oregon Giants

Immense blooms of very heavy texture in wonderful shades and coloring.

Plants robust, stems long and strong, so that when cut, with some of the foliage, a few blooms arranged in a bowl make a gorgeous display.

Our seed grown by the originator. Commercial pkt. (about 600 seeds) \$1.00; smaller pkt. (150 seeds) 35c.

Ruffled Giants P17. The petals of the giant flowers are so ruffled and curled as to give the appearance of being double. A variety of colors, rich dark shades predominating. Pkt. 20c.

Prince Henry P20. DARKEST BLUE. Rich deep blue. Large. Wonderful. Pkt. 10c.

Pansy Pkt. Discounts

Any 10c Packets: 3 for 25c; 7 for 50c.
Any 15c Packets: 2 for 25c; 4 for 45c.
Any 20c Packets: 2 for 35c; 7 for \$1.00.

Outdoor Pansy Plants

Grown from my SUPER-GIANT MIXED seed. Mixed colors only. If you want any other kinds, buy the seed and sow in your garden, or start indoors and transplant.

PLEASE NOTE THAT THESE PLANTS ARE NOT GROWN UNDER GLASS. They have had no winter protection at all. Just left to rustle for themselves, like winter wheat in a field. This insures good, strong, fibrous roots.

IT'S THE ROOTS THAT COUNT. Tops develop fast in your garden if roots are strong.

100 Plants \$2.00, Prepaid

This special price is for what I call the TRANSPLANTING SIZE. They may not be quite ready to show buds, or they may have some buds and some blossoms showing. Depends on the season and how early shipped. But all come into bloom very soon after planted in your garden. Best buy is to take the TRANSPLANTING SIZE. More pansies for the money. They ship and transplant better than plants in bloom. All will bloom soon. 40 for \$1.00; 100 for \$2.00; 200 for \$3.90.

PANSY PLANTS IN BLOOM

Better buy the transplanting size a little earlier. You'll have blooming plants in a short time. Pansy plants in bloom, mixed colors only: 14 for \$1.00; 40 for \$2.00; 100 for \$4.00, prepaid.

NOTICE: Pansy Plants not shipped farther East and South than Milwaukee, Chicago, Indianapolis, Nashville, Memphis, Shreveport and Houston.

Superb Petunias

Giants of California

The largest often measure 4 1/2 inches across. And such wonderful colors and markings! Then too, some are delightfully ruffled and frilled. Produces very little seed. Pkt. 25c.

Ruffled Monsters

Gigantic Petunias, many heavily ruffled and with veined centers. Mixed colors. Pkt. 50c.

Balcony Petunias

The favorite strain for window boxes.

Balcony White
Balcony Blue
Balcony Rose
Balcony Crimson
Balcony Mixed

Any color or mixed: Pkt. 10c.
Any 3 pkts. 25c.



Giants of California Petunias

Four Favorite Bedding Petunias

Rosy Morn A gay and artistic petunia for beds and borders. Color, soft rose-pink with light throat. Plants set a foot apart in good soil will fill all the space with perfect mass of bloom. Pkt. 10c; 1/8 oz. 50c.

Rose of Heaven Similar to Rosy Morn but deeper pink. Very little white in throat. Pkt. 10c; 1/8 oz. 50c.

Violet Petunia Similar in bushy habit of growth to Rosy Morn, but a beautiful deep violet color. Pkt. 10c; 1/8 oz. 50c.

Choice Mixed Petunias. Splendid mixture, "these four and many more," in a stunning array of colors. Pkt. 10c; 1/8 oz. 30c; 1/4 oz. 50c. Any 3 Ten Cent Pkts. Petunias for 25c.

And Now We Have Miniature Petunias

New Petunia Nana Compacta "Pink Gem"

This is the first of a charming new race of miniature Petunias. It forms a neat, compact plant five to six inches high, literally smothered with deep pink blooms. A plant eight inches in diameter will carry as many as twenty-five to thirty blooms in flower at one time. Individual blooms are two inches in diameter. This miniature Petunia is charming for borders, window boxes, pots, rock gardens and for bedding. Planted with a dwarf blue Ageratum, the effect is most charming. Winner of Gold Medal in the 1934 All-American Selections. Pkt. 25c.

New Petunia Nana Compacta Mixed

A new strain of Dwarf Compact Petunias. This is the first time that a complete mixture with a well balanced range of color has ever been offered in a Dwarf Compact Mixture. Each plant forms a perfect ball effect from eight to ten inches high and about twelve inches in diameter. Each plant a perfect symmetrical specimen representing the result of many years of careful selection through a group of colors—deep rose, rose-pink, pink, pale pink, crimson, white and striped effects in all these colors. Fine for pots, window boxes, borders, beds and rock gardens. Pkt. 20c; 3 pkts. 50c.

CALIFORNIA POPPIES

(**Eschscholtzia**)

Ramona F039. A California Poppy decidedly and delightfully different in type and color. Inside, golden bronze. Outside, coppery rose. **RAMONA** sure has class. The fluted form, which gives it the appearance of being double, and the delicate coloring, combine to produce a new effect that we never dreamed of in California Poppies. Pkt. 15c; $\frac{1}{4}$ oz. 50c.

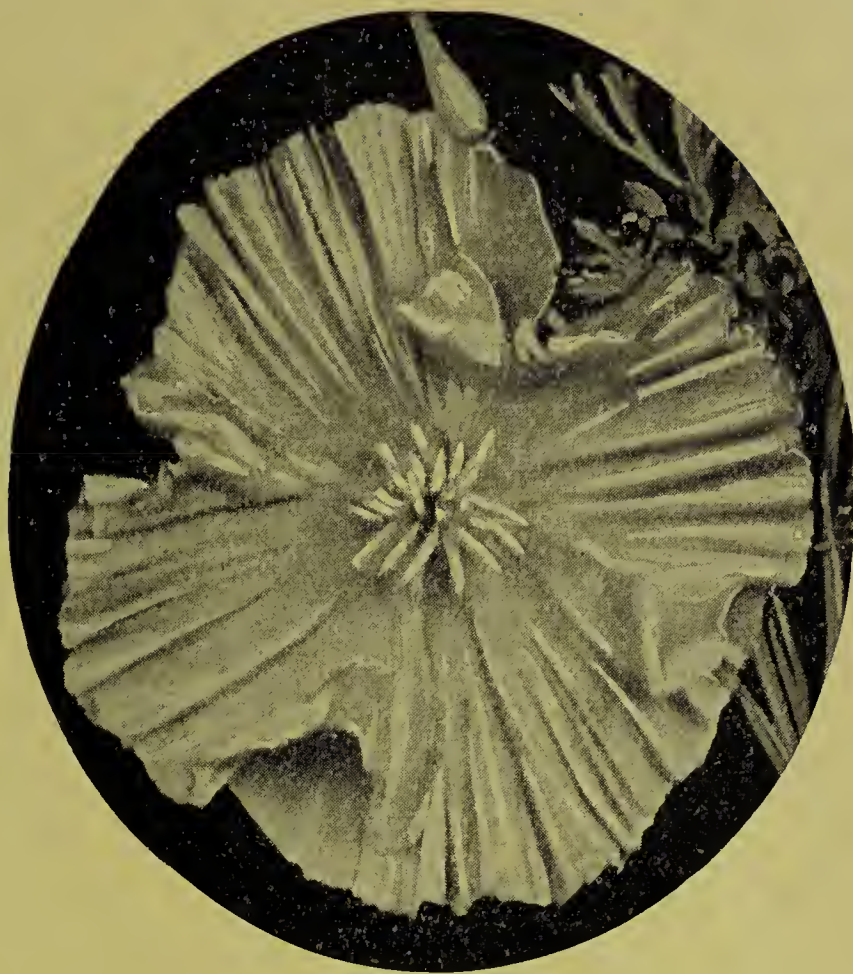
Salmon Beauty F040. Beautiful salmon, inside and out. Very distinct. Received an award of merit by Royal Horticultural Society of England. Pkt. 15c; $\frac{1}{4}$ oz. 50c.

Copper Bowl F035. Bronzy-red, overlaid terracotta. Form and color suggests the name. Pkt. 10c; $\frac{1}{4}$ oz. 35c.

Crocea F036. Rich orange, same as the well-known single Calif. State Flower, but double. Lovely. Pkt. 10c; $\frac{1}{4}$ oz. 35c.

Geisha F037. Brilliant scarlet outside; inside rich golden orange. Pkt. 10c; $\frac{1}{4}$ oz. 35c.

Vesuvius F038. Rich, glowing, striking red. Very outstanding and attractive. Pkt. 10c; $\frac{1}{4}$ oz. 35c.



Ramona

Ramona Hybrids Lovely mixture of Ramona type, but various new colors. Pkt. 15c; $\frac{1}{4}$ oz. 50c.



Salmon Beauty, described above

60c Collection

One packet each of the above 6 California Poppies and Ramona Hybrids. Value 95c, for 60c.

Golden West F36. Orange. California State Flower. Single. Pkt. 10c; $\frac{1}{2}$ oz. 30c.

Long's Brilliant Mixture F38. Best kinds and colors of California Poppies. Pkt. 5c; $\frac{1}{2}$ oz. 25c.

Persian Rug Mixture F09. Calif. Poppies. These colors in bloom—red, chrome, pink, copper-red, claret, purple—make you think of a beautiful Persian rug. Pkt. 10c; $\frac{1}{4}$ oz. 35c.

California Poppies bloom the first year from seed sown right outdoors, even sown as late as June, and are among the last to pay any attention to Jack Frost. Be sure to thin them to six inches apart.

From Nebraska: "I attribute a great portion of my success to your 'Glad Gossip.' If I couldn't get another pamphlet like Gossip, money would not buy this one."—R. W. H.

Vivid Verbenas

In recent years Verbenas have been wonderfully improved in size and color. The modern Verbena retains the vigor and free flowering habit of the old-time strains in grandmother's garden, but surpasses them in size and vivid coloring.

"Easy to Grow. Make a Big Show"

GIANT LAVENDER. (Lavender Glory.) New. True lavender, with white eyes. Said to be the most glorious color in Verbenas. (A few will not come true lavender, but can be pulled out.)

GIANT PINK. (Luminosa.) Luminous flame pink, shading to salmon.

GIANT RED. (Lucifer.) Vivid scarlet.

GIANT ROYAL BLUE. (Royale.) Royal blue, with creamy yellow eye. New.

GIANT WHITE. (Waller-Franklin.) Large, pure white. Lovely.

GIANT VIOLET. (Violacea Stellata.) Deep violet with white eye.

GIANT MIXED. The above and still other giant varieties mixed.

PRICES: Any of the above 6 kinds, or mixed, at, Pkt. 15c; 2 pkts. 25c; $\frac{1}{8}$ oz. 40c; $\frac{1}{4}$ oz. 70c.

VERBENA COLLECTION

One pkt. each the 6 varieties Verbenas for 65c.



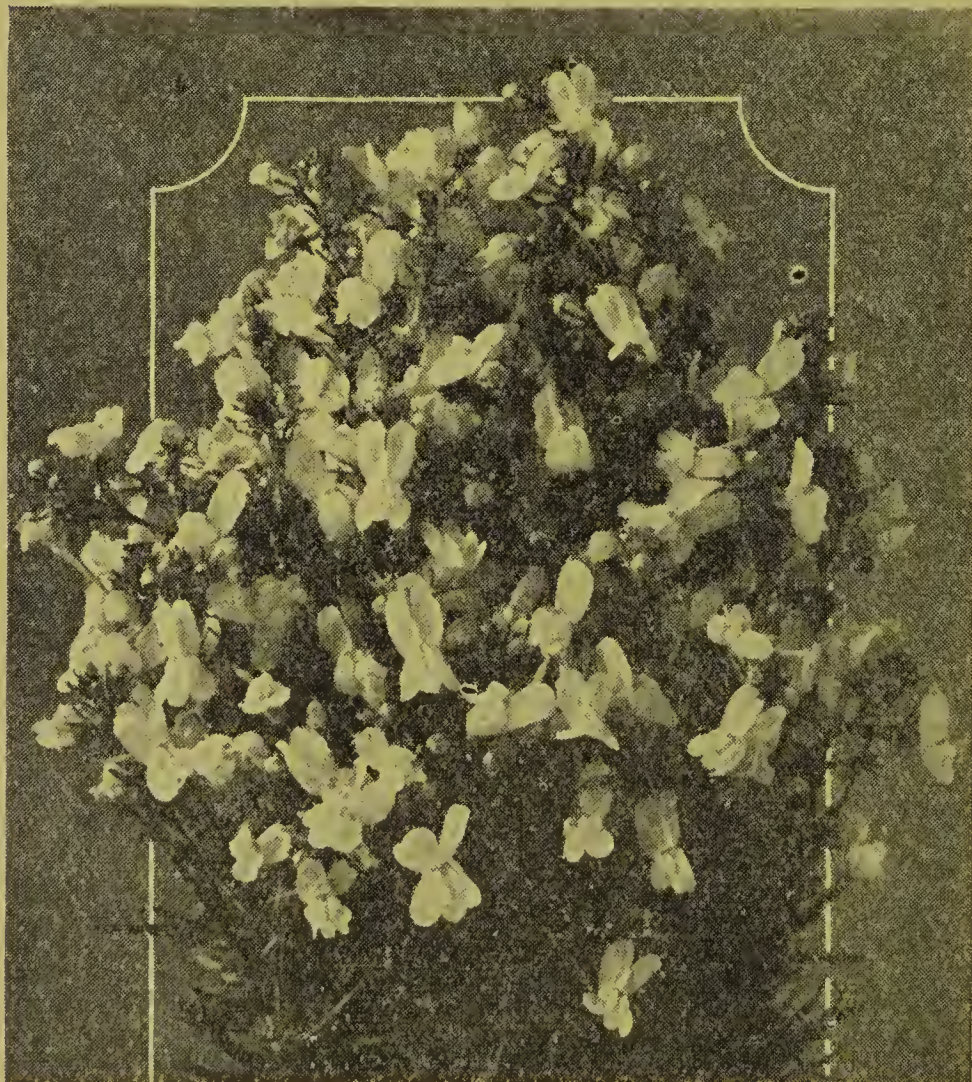
Verbena Hybrid Grandiflora Royale

Linarias "Baby Snaps"

This is a hardy annual with small, dainty flowers resembling **miniature Snapdragons** and in addition each flower has a long Columbine-like spur. It makes a nice cut flower and the clumps form an interesting feature of the annual border. Blooms in about 8 weeks from seed. To get the best results seed should be sown thinly, the seedlings thinned out to about 12 inches. Fine for rock gardens.

MAROCCANA HYBRIDA EXCELSIOR, MIXED. Colors range through crimson and gold, pink, mauve, dark blue and chamois and rose, with many lighter art shades. Pkt. 10c; $\frac{1}{4}$ oz. 25c; $\frac{1}{2}$ oz. 40c.

FAIRY BOUQUET. In mixed colors like Maroccana hybrids, except that this new strain is greatly improved by more compact growth, 8 inches tall, and with extra large flowers of a great variety of distinct colors, such as rose, yellow, pink, lavender, carmine, red, violet, white and salmon. Very quick to bloom after planting, light and airy plants. Pkt. 20c; $\frac{1}{8}$ oz. 60c; $\frac{1}{4}$ oz. \$1.00.



Lovely Linaria—"Fairy Bouquet"

Godetia—Dwarf Double Azalea-Flowered



Dwarf Godetia These wonderful flowers rival the loveliest of potted and petted Azaleas. Sow the seed out in the garden, same as with asters. Thin to nearly foot apart. **Each plant makes a compact bush about a foot high.** The big, beautiful, pink blossoms with deeper centers just about hide the plant. It's a revelation! You'll be surprised—and delighted. May also be grown in pots. Pkt. 10c; $\frac{1}{4}$ oz. 30c; $\frac{1}{2}$ oz. 50c.

Godetia—Tall Double Gladiolus-Flowered

Most beautiful hardy annual, producing an abundance of brilliantly-colored flowers that are attached at intervals along the stem and open from bottom to tip of stem, something like the Gladiolus. Can be cut in bud and allowed to open indoors.

The lovely flowers are illustrated at the right.

Finest double varieties in **CRIMSON, LAVENDER, PINK, WHITE** and all colors mixed. Choice any color, or mixed: Pkt. 10c; 5 pkts. 40c. (You may include in the 5 for 40c the lovely Azalea-flowered Dwarf, above.)

CLARKIA

Another easy-to-grow charming annual. Bushy plants 20 inches tall bear double flowers resembling small carnations. Very pleasing for table bouquets. Buds will open after cutting. **Five separate colors: WHITE, PINK, CARMINE, ORANGE-SCARLET, SALMON-ORANGE.** Any color or all colors mixed, Pkt. 10c. (**SPECIAL: One each of the 5 colors for 40c.**)



Godetia—Tall Double Gladiolus-Flowered

Giant Flowered Spencer Sweet Peas

Large blossoms, often four, on long stems. Edges of blossoms usually waved or frilled, giving an added charm to this popular flower.

Sweet Pea Prices

All varieties SP0 to SP35 at same price: Pkt. 10c; ½ oz. 15c; oz. 30c; 2 oz. 50c; 4 oz. 90c.

Packet Special Any three 10 cent pkts. Sweet Peas for 25c; 10 or more 10c pkts. at 7c each.

AUSTIN FREDERICK. SP0. The best lavender.

BUTTERCUP. SP3. Primrose.

CONSTANCE HINTON. SP5. Exhibition White Spencer.

COUNTESS SPENCER. SP6. The original Spencer. Pink.

DEFIANCE. SP8. Very large orange-scarlet, absolutely sun-proof. Often four large blooms.

ELFRIDA PIERSON. SP9. Shell pink, tinted salmon.

GEO. SHAWYER. SP10. Giant salmon-rose.

HAWLMARK PINK. SP11. Rich, bright, rose-pink, flushed salmon. Rich color.

HEAVENLY BLUE. SP12. Brilliant delphinium-blue.

HEBE. SP12½. Very large, clear rich pink.

HERCULES. SP13. Mammoth rosy pink.

KING EDWARD. SP14. Red.

KING WHITE. SP15. White.

MRS. HITCHCOCK. SP16. Pale pink, flushed salmon on cream.

LORD NELSON. SP17. Navy blue.

MARY PICKFORD. SP19. Very fine. Dainty cream-pink, lightly suffused salmon.

MARGARET ATLEE. SP20. (Improved.) Large glowing pink, suffused salmon.

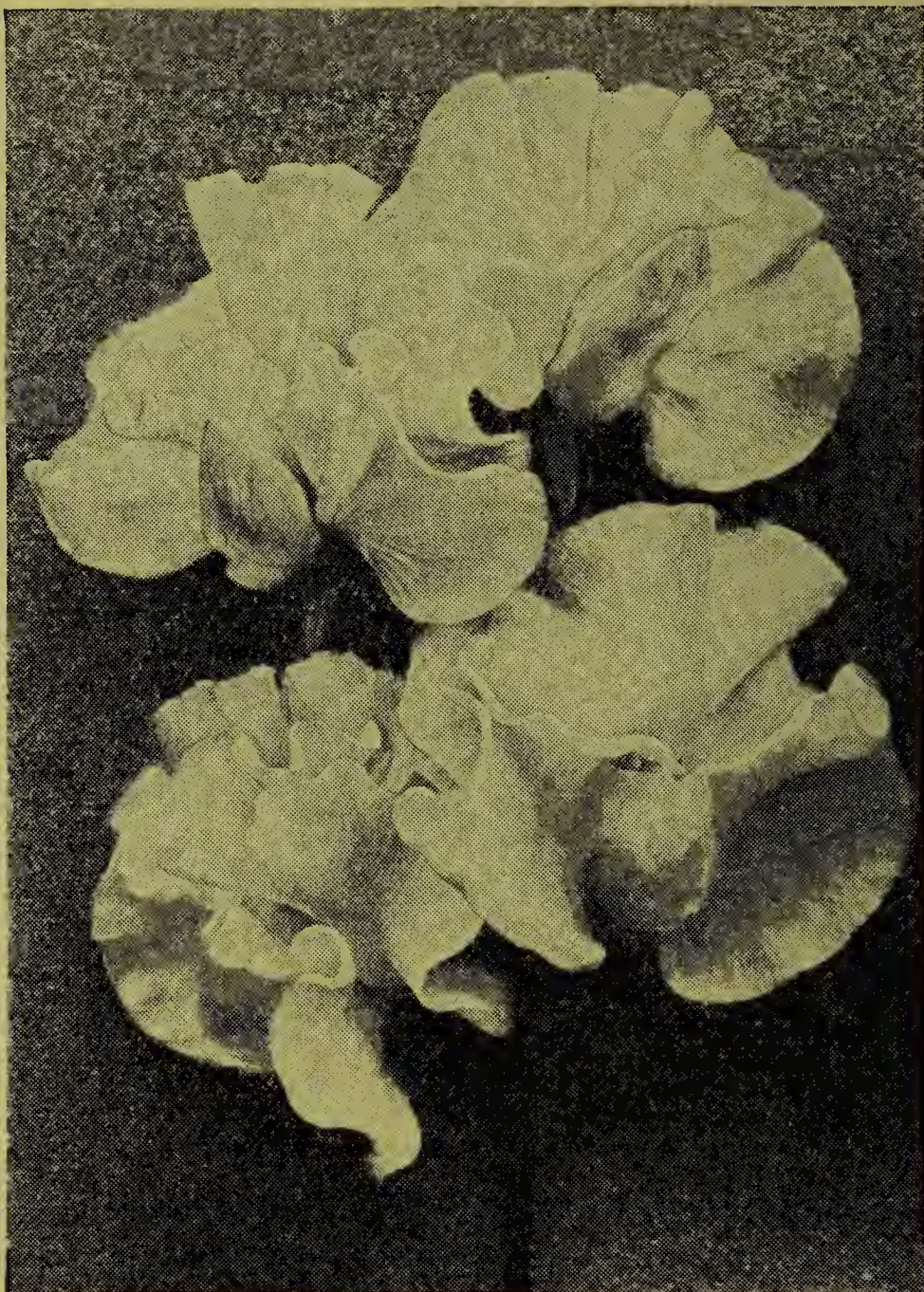
NUBIAN. SP23. (Improved.) Deep maroon.

ORCHID. SP24. Lavender, suffused pink.

PINKIE. SP26. Large deep rose pink. Grand.

REDBOY. SP26½. Rich deep crimson.

ROSABELLE. SP27. Large light rose.



Burpee's New Ruffled White (See Below)

ROSIE. SP27½. Large, rich rose-pink.

ROYAL PURPLE. SP28. Rich rosy purple.

ROYAL SCOT. SP29. True scarlet.

TANGERINE. SP30. Tangerine-orange.

THE CARDINAL. SP31. Poppy scarlet.

WHAT JOY. SP32. A new primrose shade.

WINNIE MORSE. SP34. Cream, flushed rose pink. Delightfully frilled.

YOUTH. SP35. Large white, edged pink.

Giant Ruffled Sweet Peas—Exquisitely Frilled

This new type, developed by Burpee, is a great advancement in frilliness or ruffling of the petals, often giving the blossoms the appearance of being double.

FLUFFY RUFFLES. SP91. Dainty cream-pink. Lovely four-flowered sprays with blooms wonderfully frilled and ruffled. Pkt. 15c; ½ oz. 25c; oz. 40c.

LADY RUFFLES. SP92. Exquisite soft pink on white ground. Received Scottish National Sweet Pea Society Gold Medal. Pkt. 20c; ½ oz. 60c; oz. 90c.

RUFFLED BEAUTY. SP93. Cream-pink with a sheen of bright lilac. Pkt. 15c; ½ oz. 25c; oz. 40c.

RUFFLED CARMINE. SP94. Lovely carmine-rose. Pkt. 20c; ½ oz. 60c; oz. 90c.

RUFFLED ORCHID. SP95. Lavender-rose with pastel-mauve sheen. Pkt. 15c; ½ oz. 25c; oz. 40c.

RUFFLED PRIMROSE. SP96. The best primrose. Pkt. 20c; ½ oz. 60c; oz. 90c.

RUFFLED ROSE. SP97. Pure shade of rose. Pkt. 15c; ½ oz. 25c; oz. 40c.

RUFFLED WHITE. SP98. Large pure white flowers, often five to the spray. Pkt. 25c; ½ oz. \$1.35; oz. \$2.25.

Ruffled Collection One Pkt. each Nos. 91 to 98 (value \$1.45) for \$1.00. 2 Pkts. each for \$1.75. Prepaid.

GIANT RUFFLED MIXED. SP100. Many colors, with extra frilled duplexed blooms. Pkt. 20c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

LONG'S

"Early Bird" Spencers

These "Early Bird" Spencers will surprise you some morning by showing color much sooner than you have been used to looking for first sweet pea blossoms. They not only start early, but continue to bloom a long time. Large blossoms.

(Half ounce at ounce rate.)
(Any 3 packets, 25c.)

AMETHYST. SP80. Rich royal purple. Pkt. 10c; oz. 40c.

AVIATOR. SP82. Dazzling crimson-scarlet. Pkt. 10c; oz. 40c.

GLITTERS. SP83. Combination of bright fiery orange and deep orange. Pkt. 10c; oz. 40c.

LAVENDER KING. SP84. Lovely true lavender throughout. Pkt. 10c; oz. 40c.

ROSE QUEEN. SP85. Pleasing shade of rich pink with suffusion of rose. Pkt. 10c; oz. 40c.

SNOWSTORM. SP88. (Improved.) The largest and finest extra early White Spencer. Pkt. 10c; oz. 40c.

ZVOLANEK'S ROSE. SP89. Giant rose-pink. Considered by most florists as best deep pink. Pkt. 10c; oz. 40c.

"EARLY BIRD" MIXTURE. SP90. A superb mixture of these extra early flowering Spencer sweet peas. Pkt. 10c; oz. 30c.

"Lovely 'Leven" Spencers

'Leven 10c Pkts. for 60c

From over 25 of my splendid named varieties of giant Spencers I'm going to select eleven that will cover practically all the main colors, tints and shades, giving you a regular 10-cent packet of each these "Lovely 'Leven." Then just for good measure, I'll throw in a 10-cent packet of my "33-in-1" mixed Spencers, and make the price **only 60c** for all. Just say, **"Lovely 'Leven" for 60c.**

Larger Lot "LOVELY 'LEVEN." For \$1.33 I will send you a **half ounce** each of these Spencers, my selection, with half an ounce "33-in-1" mixed Spencers thrown in for luck.

"33-in-1" Spencer Mixture

SP41. In this mixture you get the best of up-to-date Spencers. I use 33 different named varieties. Of course you might not get all 33 kinds in a 10-cent packet—possibly not in an ounce—but they are all in this mixture. Pkt. 10c; oz. 25c; 2 oz. 45c; ¼ lb. 75c; ½ lb. \$1.40; lb. \$2.50.

LONG'S Special Mixture

SP43. Includes best grandiflorus, a "right smart" of Spencers, and a sprinkling of extra early kinds. Very pleasing. Pkt. 10c; oz. 15c; 2 oz. 25c; ¼ lb. 40c; lb. \$1.20.

SP39. CUPID SWEET PEAS. Mixed. Pkt. 5c; oz. 20c.

PERENNIAL PEAS (Lathyrus Latifolius)
SP60 White. **SP61** Pink. **SP62** Red. **SP63** mixed. Pkt. 10c; Any color or mixed.



Super Spencer Sweet Peas

BONNY BRIAR. SP1½. A sparkling rose-pink of immense size. Pkt. 20c; ½ oz. 30c; oz. 50c.

ROSIE. SP27½. Rose pink, the florists' favorite color. Pkt. 10c; ½ oz. 15c; oz. 30c.

RED BOY. SP26½. Rich bright deep crimson. Granted Award of Merit by the National Sweet Pea Society of Great Britain. Pkt. 10c; ½ oz. 15c; oz. 30c.

To Grow Fine Sweet Peas

It is not necessary to nearly break your back digging a ditch deep enough for a water main, though some trenching is good. But planted on fairly good soil, well worked up, and on level ground, sweet peas will usually do nicely. A good scheme in either plan is to make a trench say nearly a foot deep right up close to the sweet pea row. Fill this trench with manure; some soil may be put on top. Then during the season turn water into the trench once a week or so. The enriched water will find its way to the sweet pea roots and stimulate growth. A little bone meal worked into the soil at time of planting is also good. But use this sparingly, as it is very strong. Avoid use of fresh poultry manure.

An ounce of seed will sow from 15 to 20 feet of row. Cover 2 inches, firming with the feet if ground not wet. Begin cultivation as soon as plants are up. Water by running a small ditch along the row, giving a good soaking once a week or so, rather than just a little every day. Give the vines early support and train them to it, beginning early. Keep blossoms picked. The more you pick them the more and longer they will bloom.

Mammoth "Heavenly Blue" Morning Glory

Most pleasing of all Morning Glories. Flowers 3 to 4 inches across. Vines 10 to 15 feet from seed sown in open ground after soil warms up, or may be started in pots. Charming for trellis, fence, side of building, porches, arbors, etc. Cut part of vine with buds and will open in vase. Delightful in many ways. **Important:** Our strain of Mammoth Blue Morning Glory is extra early, developed in Colorado. **Pkt. only 10c; 3 pkts. for 25c; ¼ oz. 35c; 1 oz. \$1.00.**

Japanese Morning Glory

F72

Colors run from white through all shades of blue and red; from palest pink to darkest reds and purples. Many flowers streaked, mottled and bordered. The leaves are also very ornamental, ivy-like and heart-shaped, green and marbled. Climbers. Plant in warm location. **Pkt. 10c; oz. 30c.**



Heavenly Blue Morning Glory

Everlasting or "Straw Flowers" for Winter Bouquets



(*Helichrysum*.) Very ornamental in garden, easily grown from seed sown outdoors. Particularly valuable for winter decoration of vases and everlasting bouquets. Will really keep for years. May be washed with soap and water to brighten up. An old-fashioned flower that is "coming back" strong now.

Important: Cut the flowers when partly open just as shown in this picture. Don't put them in water but hang them up dry in dark. Place some also on shelf in dark closet, so blossoms and part of stem hang over edge of shelf. This gives curve and charm to the stems when placed in vase.

GOLDEN GLOBE. F6G. Large, golden yellow.

SILVER GLOBE. F6S. Chaste, silvery-yellow.

ROSE-CARMINE. F6R. Shades of rose.

"CHRISTMAS RED." F6CR. Very popular for Christmas decorations. Some florists and gardeners make a bunch of money selling this at Christmas time.

ALL KINDS MIXED. F6M. These and other colors all in one mixture.

Prices: Any color, or all mixed: **Pkt. 10c; 3 for 25c; ¼ oz. 30c; ½ oz. 50c; oz. 90c.**



IMPORTANT REMINDER Turn to page 41. Read how to secure a copy of my 1935 July Iris list. **Wonderful new varieties** that I've never offered before will be in this July list. Only way you can be sure of getting this list is to **ask for it.** Not sent to my general mailing list. **It's special.** Drop a post card or a note when ordering.



AGERATUM (Floss Flower)

One of the most useful and pleasing summer annuals, the plants being literally covered from early summer until frost with a sheet of bloom.

Flowers stand rain and sun without fading. The dwarf sorts are most used and very satisfactory. Seed may be sown outdoors, but earlier blooms may be had by starting some of the seed indoors.

BLUE BALL. Free-blooming, deep rich blue. Plants compact, 8 to 10 inches tall. Pkt. 10c.

BLUE CAP. (New Miniature.) Very dwarf and compact, large bright blue flowers. Pkt. 15c.

DWARF WHITE. Imperial strain. About 8 inches. Pkt. 10c.

DWARF MIXED. Nice mixture of good dwarf varieties. Pkt. 5c.



Ageratum, Blue Ball, Dwarf Variety

CALENDULA CHRYSANTHA

*Winner of Gold Medal,
All American Selections,
1934*

Chrysantha is distinct in type, a new break in Calendulas which is outstanding among all varieties known up to the present time. The large double flowers are an exquisite shade of clear buttercup yellow, with long loosely arranged petals which droop somewhat to give the rounded appearance of a Chrysanthemum. Besides adding a bright golden splash of color to the garden, Chrysantha is remarkable for its long stiff stems, making it ideal for cutting. The fact that it won one of the coveted Gold Medals in the All American Selections competitions this year indicates the high esteem in which it is held by the horticulturists of the country. Pkt. 10c.



Calendula, Chrysantha

BACHELOR'S BUTTON (Centaurea Cyanus)

Large Double Flowered

The old single-flowered Bachelor's Button—known also as Cornflower or Ragged Sailor—of grandmother's garden has been wonderfully improved. We now have the modern double-flowered strains or varieties that are splendid for garden display, and especially pleasing and satisfactory as cut flowers.

Florists use large quantities of these new large double-flowered Bachelor's Buttons. Our seed is the high grade quality used by florists.

They are easy to grow and bloom continuously. Just sow the seed outdoors where you want the plants, and thin to 8 to 12 inches. May be transplanted also. Make several sowings a few weeks apart for longest season of blooming. Larger flowers are obtained if soil is enriched.

These double Bachelor's Buttons now to be had in the following most desirable colors, also all colors mixed:

BLUE RED ROSE WHITE
MANY COLORS MIXED

Prices: Any color or mixed, Pkt. 10c; any 3 pkts. 25c; ¼ oz. 25c; ½ oz. 40c.



New Annual Canterbury Bells

Many years of careful selection have at last given us **Annual Canterbury Bells** which bloom from seed in less than six months. It is now possible to have this beautiful flower in bloom at almost any time of the year. The plant grows from 2 to 2½ feet tall, each plant having from 6 to 8 spikes of blooms.

Also, the plants continue to bloom for quite a long time. Where seasons are short, start the seed indoors and transplant to garden.

You will be glad to know that now we can supply seed of the new Annual Canterbury Bells in two lovely colors as well as in mixed colors.

ANGELUS BELL. Deep-rose. Pkt. 20c.

LIBERTY BELL. Violet-blue. Pkt. 20c.

MIXED COLORS. These two and more. Pkt. 10c.

Hardy Biennial Canterbury Bells

Good idea to sow seed of both the Annual and the Biennial strains, so you can enjoy the Annuals this season and the Biennials next year.

I think the "Cup and Saucer" type of hardy Canterbury Bells is the most pleasing. You get some in this without "Saucers," but they are also nice. Doubles out of place in a flower of this sort.

So here are the most popular colors in the hardy "Cup and Saucer" type:

| | |
|--------------------------|--------------|
| DARK BLUE | ROSE |
| LIGHT BLUE | WHITE |
| ALL COLORS, MIXED | |

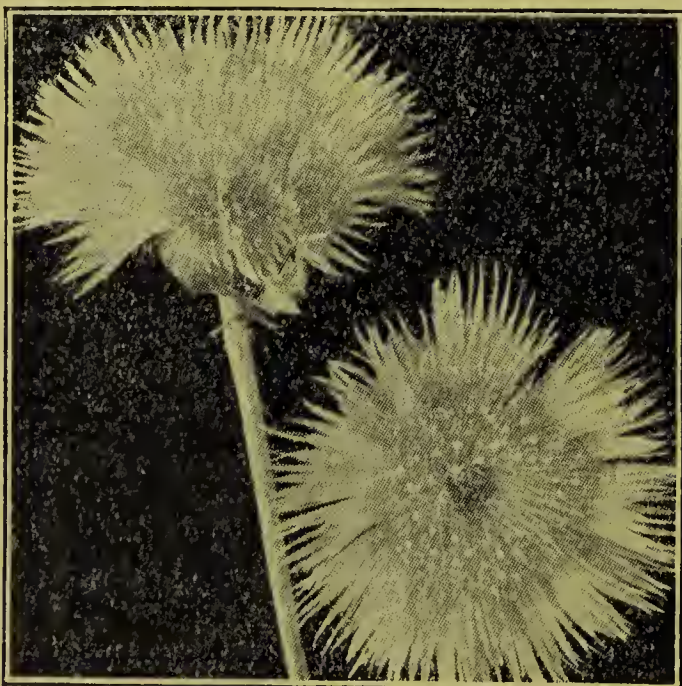
Prices: Any of these 4 colors, Canterbury Bells, or all mixed, at, Pkt. 10c; 5 pkts. 40c.

Annual Wall Flowers

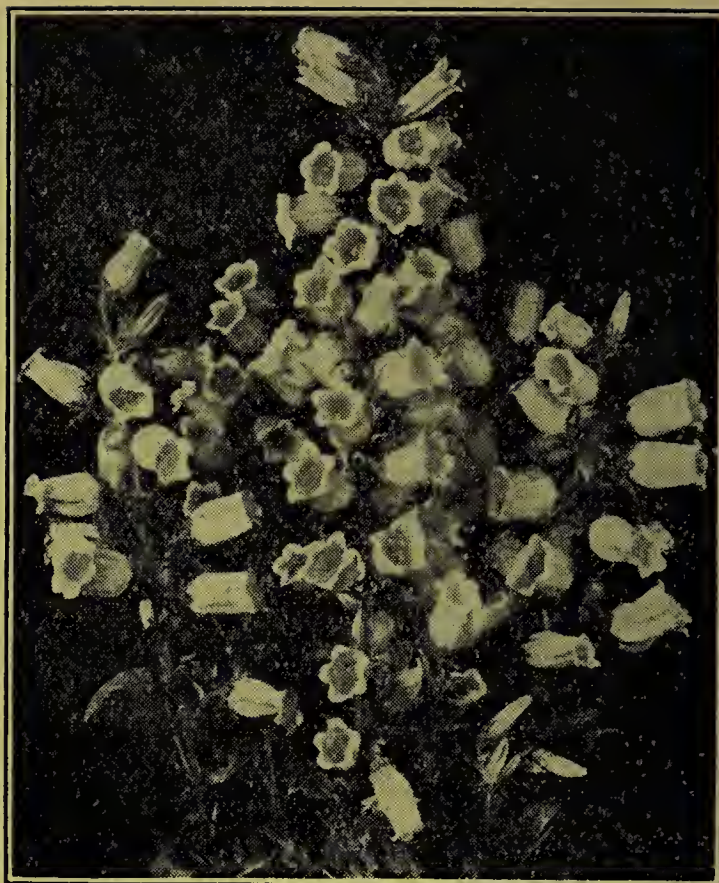
Easy to grow and bloom in a few months from seed sown in the open garden. They have beautiful fragrant flowers in many bright colors.

WALL FLOWER. "Gold Standard." Deep double golden yellow flowers. Plants about 2 feet tall. Very showy. Pkt. 25c.

WALL FLOWER, DOUBLE MIXED. Many pleasing colors. Pkt. 15c.



Royal Sweet Sultans



Annual Canterbury Bells

New Sweet Williams from England

Johnson's Giants

An extraordinary strain. Plants robust and tall. Flowers very large. The range of colors includes shades and combinations not to be found in other strains. The peculiar and delicate markings on the flowers are most unusual and attractive. Bloom second year from seed. After first crop of blooms about gone, cut plants off near ground and you should get a second display of blooms on shorter plants. Pkt. 15c; ¼ oz. 50c; ½ oz. 90c.



ROYAL SWEET SULTANS (*Centaurea Imperialis*)

Finest of all Sweet Sultans for cut flower purposes. Charming for garden also.

The beautiful, sweet-scented, artistic-shaped flowers are borne on long strong stems and when cut and put in water will keep in good condition for several days.

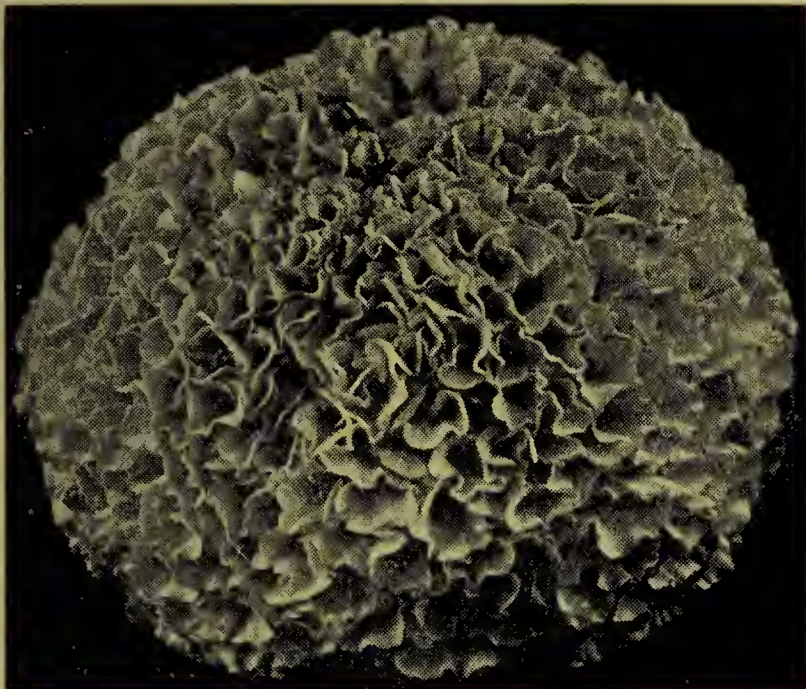
Seed may be sown in the open garden after ground warms up, but longer season of bloom will be enjoyed if plants are started indoors.

Royal Sweet Sultan in four favorite colors and mixed.

| | |
|--------------------------|--------------------|
| AMARANTH RED | RICH PURPLE |
| BRILLIANT ROSE | PURE WHITE |
| MANY COLORS MIXED | |

Prices: Any color or mixed, pkt., 10c; 4 pkts. 30c.

Tall Marigold, African Orange, All-Double



F05½. Doubtless the world's finest tall Marigold. Plants about 30 inches, bloom profusely from early summer until hard frosts. Heretofore only about half the blooms of this variety would come double. But now you have them practically 100 per cent double. And such large, rich, orange blooms! Pkt. 15c; 2 pkts. 25c.

New French Tall Double Marigold, "Royal Scot"

Introducer's description:

Modern as the crack Scottish Railway train, "The Royal Scot," from which it borrowed its name, this Marigold is the most striking yet introduced. The large, well-formed, double flowers are produced in abundance on plants from 24 to 30 inches in height. The color is a charming combination of mahogany and gold in symmetrical stripes which radiate from the center of the flower. We feel confident that Royal Scot will be welcomed by florists and home gardeners alike.

Our seed direct from introducer. Small pkt. 10c; large pkt. 25c.

Marigolds GIANT AFRICAN. Tall. Should be thinned to 12 inches in good ground, for they make big bushes. They bloom from mid-summer to hard frosts.

ORANGE PRINCE. F05. Deep golden orange, Immense blossoms. Pkt. 10c.

LEMON QUEEN. F06. Equal to Orange Prince, but a soft lemon yellow. Pkt. 10c.

Scotch Marigolds

(*Calendula*.) Also called Pot Marigold. Grows readily from seed planted outdoors. May also be grown in pots indoors. It blooms continuously if kept picked.

CAMPFIRE. F13C. See page 6.

ORANGE KING. F130. Florists' strain. Enormous orange flowers, perfectly double.

LEMON QUEEN. F13L. Double lemon.

NANKEEN. F13N. Large double cream.

Prices: Any these 4 kinds: Pkt. 10c; 3 for 25c; ½ oz. 30c; oz. 50c.

APRICOT QUEEN. F13Q. New *Calendula*. Lovely. Pkt. 25c. (Small pkt. 10c.)

New Carnation-Flowered Marigold "Guinea Gold"

New Type, New Color.

Plants, about 3 ft., almost literally covered with blossoms, 2½ in. across, double and semi-double, loosely ruffled.

Color, brilliant golden orange, a favorite with florists and flower fans.

Stems are strong and of good length for cutting. Keeps well when cut.

Odor of other Marigolds lacking.

Prices: Pkt. 10c; ¼ oz. 30c; ½ oz. 50c.

"Chrysanthemum-Sunflower"



F104. Rich golden yellow flowers, 5 to 8 inches, fully double, that rival gorgeous dahlias in size and splendor. Petals beautifully quilled, giving the appearance of a glorious chrysanthemum. The plants, 5 to 7 feet tall, have many branches, each branch carrying a gorgeous golden flower. Special stock from my own plants, re-selected for years. Ordinarily this variety comes very uneven, with a good many off types and shades. Mine now almost 100% perfect. Price for Re-Selected Seed: Pkt. 10c; ½ oz. 35c; oz. 60c.

"Red and Gold" Sunflower

F106. Originated here at Boulder by Prof. Cockerel. Often listed as the RED Sunflower, but does not come all red. Flowers single, 6 to 9 inches, vary from lemon to coppery-red. Many blooms marked like Gail-lardia. Plants about 7 feet high. A distinct novelty. Pkt. 10c; ½ oz. 50c.

How to Transplant Weeds

This is easy. It's a natural gift with some gardeners. Simply have the ground wet when you go forth to give the garden the once over. Cut the weeds off well under the roots, but don't scatter them about. Follow the hoe with your feet, packing the recently loosened soil as you go. Then to complete the job, turn the hose on before the soil has had time to dry out well after hoeing. This treatment is practically sure to leave a good stand of weeds, full of life and pep.

SNAPDRAGONS

(*Antirrhinum*)

New Rust Proof Strain

More good news! Thanks to the skill and untiring efforts of trained plant breeders, we not only have the Wilt Resistant Asters but also **Rust Proof Snapdragons**.

We can now sow seed of this popular flower with assurance that the plants will survive, flourish, and reward us with their lovely blooms, even though we may have had to forego these flowers in recent years, due to a disease known as rust.

In some localities and during some seasons this rust has been a serious problem, often ruining the entire bed of Snapdragons. Seems too good to be true that now we have this special strain from which 75% or more of the plants will withstand the severest attack of rust.

In a few years plant breeders will develop rust proof strains of Snapdragons in all types and colors. So far the best work seems to have been done with mixed colors, known as **UNIVERSITY OF CALIFORNIA MIXTURE**, so named because developed at Davis, California, by the California Agricultural College plant specialists, cooperating with best talent from some of the large flower seed commercial growers. **Pkt. 25c; 5 pkts. \$1.00.**

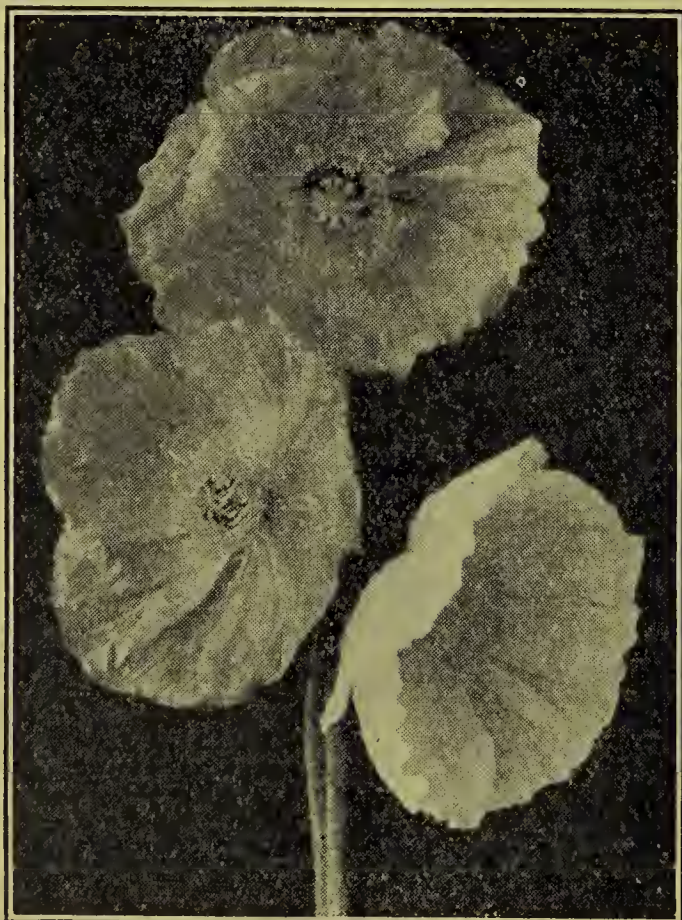
Chinese Wool Flower

Flowers resemble a ball of wool. Plants branch freely and are covered with blooms. Very striking for garden display. **Can be dried for winter bouquets.** Sow in garden about May 1st.

F026 Crimson. **F027** Rose-pink. **F028** Yellow. **F029** White. **F030** Mixed. Price any color or mixed: **Pkt. 10c. (F026 and F027 are best.)**

Annual Mallow (Lavater)

F015. A showy annual, about 2 feet high, producing large cup-shaped shrimp-pink flowers. Sow in May and thin to 10 inches. **Pkt. 10c; ¼ oz. 25c.**



Iceland Poppy, Sandford's Giant
The finest strain existent.



Shasta Daisy

ALASKA. An improved strain of this popular Daisy. Large white flowers on tall, stout stems. **Pkt. 10c; ¼ oz. 30c.**

NEW ICELAND POPPIES (*Nudicaule. Hardy Perennial*)

These hardy Poppies slightly resemble the delicately formed annual Shirley. While these are hardy perennials, they flower the first year from seed, blooming almost as quickly as the annual sorts.

They are of graceful neat habit with bright green fern-like foliage, formed in tufts from which issue slender stalks about 15 inches high, bearing their brilliant flowers in endless profusion. Most useful for cutting, for which purpose pick when in bud. If the seed pods are picked off, they continue in flower the entire season. They remain evergreen throughout the winter, coming into bloom early the following spring.

Iceland Poppies are valuable in a hardy border or in a permanent rock garden.

SANDFORD'S GIANT STRAIN. (New.) A new, giant strain with flowers of wonderful substance carried on strong stems 2 to 3 feet long. Many of the blooms measure 5 inches in diameter. The range of colors is particularly fine, including many lovely delicate shades and combinations of tints. **Pkt. 25c; ½ oz. \$1.00.**

SUNBEAMS. (Mixed.) This is the result of a cross between the Shirley and Nudicaule types. The flowers are charming shades of orange, salmon, maize and other tints, an improvement over the original Iceland strain. The plants will produce flowers the first season from seed sown early, and the blossoms are fine for cutting. **Pkt. 15c; ½ oz. 50c.**

CHOICE MIXED. A better than ordinary mixture, made up by myself from choice strains and colors. **Pkt. 10c; ½ oz. 30c.**

GYPSOPHILA

(BABY'S BREATH.)

Graceful plants of light fairy-like growth, covered with tiny white flowers. In great demand for combining with sweet peas and other cut flowers. Note that there are two kinds, the annual and perennial.

ANNUAL WHITE. F47. Blooms first year from seed. Not so dainty as the perennial. Good plan to sow both kinds this spring, so as to have a supply this year and next. Pkt. 5c; oz. 25c.

ANNUAL PINK. F47½. Same as above, but dainty pink. Pkt. 10c; oz. 25c.

PERENNIAL WHITE SINGLE. F48. Blooms second year from seed and increases in size of plants each year. The tiny white flowers on branched stems are so thick as to give the plant a white lace-like effect. Pkt. 10c; ½ oz. 25c.



PERENNIAL WHITE DOUBLE. F049. Sow outdoors from April to June. Roots last for years, increasing in size. Color, white. About one-fourth the plants will produce double flowers. Balance single or semi-double, and may be pulled out if not desired. The double is best for drying for winter; fine to use fresh also to combine with sweet peas and other flowers. Florists use lots of it, summer and winter. Pkt. 25c; 5 pks. \$1.00.

Mexican Fire Bush (Kochia)

F73. Also called Summer Cypress. The moss-like green foliage turns to deep carmine in fall. Makes inexpensive showy hedge. Improved giant strain. May be thinned to several feet apart, so each plant will stand alone, like an evergreen. Or, if a foot or so apart, will make a hedge. Plants may be trimmed and shaped like the perennial hedges. Pkt. 10c; ½ oz. 25c.

Hardy Perennial Blue Salvia

SALVIA AZUREA. F051. Also called "Heavenly Blue Flowering Sage." Grows 3 to 4 feet high; stately willow-like growth; produces spikes of pretty sky-blue flowers in great profusion. Will bloom first season from seed sown early outdoors or started inside and set out later in spring. Lives for years. Can be transplanted in early spring without harm. Blooms in August and September.

Seed: Pkt. 10c; ½ oz. 60c; oz. \$1.00.

ALYSSUM "Carpet of Snow" (Procumbens)



Alyssum Procumbens, Carpet of Snow

F3½. Lowest growing of all Alyssums. Only 2½ to 3 inches high. Each plant, if given 6 or 8 inches room, spreads out like a pancake and is so nearly smothered with small white flowers that the foliage is hidden. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

ALYSSUM "LITTLE DORRIT." F4. Compact plants 4 to 5 inches tall, covered with small, sweet scented flowers. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

ALYSSUM "LILAC QUEEN." F4½. A mass of delicate lavender flowers cover the low plant of 5 to 7 inches. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

African Daisies

GOLDEN AFRICAN DAISY. F098. Annual. Plants about foot high, bear masses of daisy-like flowers of glossy orange-gold with black zone around center. Lovely. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.

AFRICAN DAISY HYBRIDS. F099. Similar to the Orange, but many colors—yellow, salmon, ecru, apricot, rose, etc.—mixed. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.

Painted Daisies

These Painted Daisies (Single Annual Chrysanthemums) are splendid for cutting, as well as for garden display. (F0110. Dark copper, yellow zone.) (F0111. White, scarlet zone.) (F0112. Golden chamois, scarlet zone.) (F0113. White, yellow zone.) (F0114. Deep purple, yellow zone.) (F0117. All kinds, mixed.) Your choice: Pkt. 10c; any 3 for 25c; any 5 pkts. 35c; ¼ oz. 20c; ½ oz. 35c; oz. 60c.

SONG'S

Mammoth Russian Sunflower

Special Stock: Pkt. 5c; 1b. 30c; 5 lbs. for \$1.20; 10 lbs. for \$2.20, prepaid.



Tall Annual Double Giant Imperial Larkspur

Annual Larkspurs (sometimes called Annual Delphiniums) have been so much improved the past few years that nothing surpasses them for quick and pleasing results from spring sown seed.

Just sow the seed out in the garden in April or early May. You will have a grand display from midsummer until killing frosts. Thin to 12 inches.

The Tall Annual Larkspurs (3 to 5 feet high) not only brighten up your garden, but are also splendid for cutting. These Larkspurs branch from the base and have very long flower stems.

Here are the newest and most charming of this race of prize-winning Tall Double Annual Larkspurs. See illustration. Note the many spikes of blooms, all from one plant. All Larkspurs priced prepaid.

BLUE SPIRE. L1. Intense, deep Oxford Blue, with same form as Exquisite Pink Improved. The last word in blue Annual Larkspurs. Pkt. 15c; $\frac{1}{4}$ oz. 35c; $\frac{1}{2}$ oz. 65c.

CARMINE KING. L2. A very rich carmine on salmon. The best deep carmine-rose in this type. Pkt. 15c; $\frac{1}{4}$ oz. 45c; $\frac{1}{2}$ oz. 80c.

EXQUISITE PINK IMPROVED. L3. This is greatly improved over the former Exquisite Pink. Pkt. 15c; $\frac{1}{4}$ oz. 35c; $\frac{1}{2}$ oz. 60c.

EXQUISITE ROSE IMPROVED. L4. An improvement over the older variety, Exquisite Rose. Pkt. 15c; $\frac{1}{4}$ oz. 35c; $\frac{1}{2}$ oz. 60c.

GLORIA. L5. A lovely rich tone of Deep Rose with no trace of carmine. GLORIA will satisfy those who want a deeper shade of rose than Exquisite Rose. It is a Giant Imperial with the base branching habit so necessary for producing long stemmed blooms. Pkt. 15c; $\frac{1}{4}$ oz. 50c; $\frac{1}{2}$ oz. 90c.

LILAC QUEEN. L6. Rich lilac, shading to lavender-blue. Pkt. 15c; $\frac{1}{4}$ oz. 50c.

LOS ANGELES. L7. Another outstanding Tall Annual Larkspur with large double flowers in solid spikes, many side branches, fine for cutting. Color, rose with salmon sheen. Pkt. 15c; $\frac{1}{4}$ oz. 30c; $\frac{1}{2}$ oz. 50c.

ROSAMOND. L8. New. Winner of Gold Medal. A pure bright rose that does not fade. The many spikes are covered with fully double flowers. Extra early. Pkt. 15c; $\frac{1}{4}$ oz. 50c.

THE EMPRESS. L9. Fine rose-pink, shaded salmon, true branching from the base. Pkt. 15c; $\frac{1}{4}$ oz. 35c.

WHITE SPIRE. L10. Of the Exquisite Pink Improved type, but dazzling pure white. Pkt. 15c; $\frac{1}{4}$ oz. 35c; $\frac{1}{2}$ oz. 60c.

LONG'S SPECIAL MIXTURE. L15. Of Giant Imperial Larkspurs, containing all the best colors. Pkt. 10c; $\frac{1}{4}$ oz. 30c; $\frac{1}{2}$ oz. 50c.

SPECIAL LARKSPUR COLLECTION. F090.

One pkt. each of the above ten rare Larkspurs (value \$1.50) for 90c, prepaid. (Any two packets the above for 25c.)

Make Several Thinnings

You will have stronger plants and better "luck" if you thin your plants partially when they are very small, then take out some more when you are sure of having plenty that are strong and sturdy. Later you may find so many plants doing well that still more could be spared. If plants are close together, hold the soil down around the roots of the plant that is to be left, while you pull out others around it. Thus you will not disturb the root and weaken, maybe kill, the plant that is left.



Other Good Tall Larkspurs

Not so new, but splendid also. Continue to bloom long time. Very effective in borders and planted among shrubs. Stock-flowered type. Splendid for cutting, and last well.

AGERATUM BLUE. L20.

BRIGHT ROSE. L21.

DARK BLUE. L22.

EXQUISITE PINK. L23.

LUSTROUS CARMINE. L24.

PURE WHITE. L25.

Any of these 6 delightful colors at 10c a pkt.; 3 pkts. 25c; 6 pkts. 40c.

Giant Hardy Carnation



CHABAUD'S GIANT, the new strain; not the old Chabaud type. Far superior also to Marguerite. (About 85% come double.)

Plants thick-set; stalks stiff, bearing large double blossoms. Not so large as the greenhouse kinds, but surprisingly large if disbudded, as florists treat their carnations. Bloom about 6 months from sowing. Start indoors for summer blooming. May be sown also in open garden. Give winter protection.

Colors: Red, Rose-Pink, Salmon-Rose, White, Mixed. **Prices for any color or mixed:** Pkt. 20c; any 3 pkts. for 50c.

Peony-Flowered Poppies



Gigantic blossoms like fine double peonies. Rich colors. Easy to grow. Sow outdoors. Thin to 6 inches. **Shrimp Pink, Red or Mixed colors.** Either color or many colors mixed, pkt. 10c; 3 pkts. 25c; ½ oz. 25c; oz. 40c. **(The Shrimp Pink is exceptionally fine.)**

Giant Snapdragons (Antirrhinum)



Plants medium height, require no staking. Flowers large and lovely. Splendid for cutting as well as garden display.

Giant Pink

Giant Red

Giant White.

Giant Yellow

Long's Special Mixture

Any color or mixed: Pkt. 10c; 3 for 25c; ½ oz. 50c.

Double Shirley Poppies

You'll like these!

F0137. Rose.

F0138. Salmon.

F0139. Mixed Double Shirley Poppies. Your choice, Pkt. 10c. Any 3 Pkts. 25c.

LONG'S "Towers of Beauty" HOLLYHOCKS

You gain a year by planting roots this spring instead of seed. Hollyhocks bloom second year from seed, you know.

It's a good idea to plant both roots and seed. The roots frequently live over after blooming one season, but not always. The seed you sow this year will provide a new supply of blooming size roots for next summer. Sow seed from April to July. Plant roots early in spring. April best time. See prices below.

Prices for All Hollyhocks Listed on this Page

Roots 3 for 60c; 6 for \$1.00; 14 for \$2.00; each color labeled. Mixed colors, our selections, not labeled: 9 for \$1.00. All prepaid.

Seed Any color, including "Colorado Sunset" and "Lilac Beauty": Pkt. 10c; ¼ oz. 40c; ½ oz. 70c; oz. \$1.20, prepaid.

Hollyhock Seed Special

Any 3 Pkts. 20c; any 8 Pkts. 50c; Your selection.

"Colorado Sunset" Color varies from copper to cream, but always charming. Prices for seed and plants reduced this season. Double blossoms as shown here. See prices above.



"Colorado Sunset" Hollyhock

Seven Other Good Colors of DOUBLE HOLLYHOCKS

Their double blossoms rival the rose in exquisite color and form.

Bloom second year from seed; first year from roots I sell. Plant roots early for best results. Red, White, Lilac Beauty, Yellow, Maroon, Newport Pink, Black. See prices above.

Use Hollyhocks freely for backgrounds. They remain in bloom a long time. Other tall growing flowers are: Cosmos, Mexican Fire Bush, Sweet Peas, Zinnias, African Marigolds, Annual Larkspur, Delphinium, Canterbury Bells, Boltonia, Castor Beans, Chrysanthemum Sunflower, and, of course, Dahlias.

Some Little Known but Pleasing Flowers

BOLTONIA. Perennial, 5 to 6 feet, bearing star-shaped lavender-pink blooms. Pkt. 15c.

MEXICAN FIRE PLANT. (Heterophylla.) Also called "Annual Poinsettia," because top leaves marked brilliant scarlet. About 30 inches tall. Grows quickly. Pkt. 10c; ¼ oz. 35c. (Caution! Do not confuse this with Kochi, called Mexican Fire Bush.)

ANCHUSA. (Italica Dropmore.) Perennial. Tall, showy plants, bearing deep sky-blue blooms. Pkt. 15c; ½ oz. 50c.

ANCHUSA. (Blue Bird.) Annual. Might be called a Giant Forget-Me-Not. About 16 inches tall. Many blue flowers. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

GEUM. (Mrs. Bradshaw.) Perennial. Bearing double orange-scarlet flowers second year and after. Pkt. 10c; ½ oz. 50c.

GEUM. (Lady Stratheden.) Flowers golden yellow. Pkt. 10c; ½ oz. 50c.

CHINESE FORGET-ME-NOT. (Cynoglossum.) Rich blue. Blooms from seed in short time. Thrives under good or poor conditions. Pkt. 10c; ½ oz. 30c; oz. 50c.

EVENING SCENTED STOCK. (Matthiola Bicornis.) Annual. Beautiful lilac flowers, emitting a delightful perfume in the evening. The seed pods are interesting, having two "horns," hence the name "Bicornis." Pkt. 10c; ½ oz. 25c.

EVENING PRIMROSE. (Oenothera Lamarkiana.) Plants 2 to 4 ft. Bloom from seed sown outdoors from early spring to June. The large yellow, fragrant blooms open at twilight. Do not confuse with Evening Scented Stock (Bicornis). Pkt. 10c; ½ oz. 30c; oz. 50c.

GAILLARDIA. Portola Hybrida. (New.) Shades of bronzy-red, golden tipped. Very robust. Pkt. 15c.

New Cosmos, "Klondyke Orange Flare"

Grand Champion Gold Medal Winner in All America Competitions. Following is producer's description:

Now at last we may grow the lovely orange colored Cosmos and be assured of having flowers before frost. In most parts of the country this brilliant hued flower is practically unknown because of its late flowering habit. Realizing its beauty, however, we have bent our efforts toward producing an early flowering strain which may be enjoyed by all. We have accomplished this purpose with Orange Flare, a strain which is in full bloom less than five months from sowing. The color is the same vivid orange of the ordinary Klondyke, with attractive light green foliage. Small pkt. 10c; large pkt. 25c.

Delightful Delphiniums

As you know, Delphiniums run largely to blue tints and shades. Not so long ago we had only the solid light blue and dark blue. Now we get an amazing and delightful variety of blues, many in combination with lilac, lavender, heliotrope, and near-pink. And the types or forms are as varied as the colors, many blossoms with a double set of petals instead of just one, the two sets often different in color.

So far I've not segregated the different types of colors, nor saved seed in separate colors or shades. May do this some time. But it seems most fascinating to me to let them grow and bloom in masses of the various colors, all harmonizing. So that is the way you will have them from seed or plants I supply this season—all in one grand and glorious mixture, including largely the more graceful open type plants, but some also of the massive Wrexham or "Hollyhock" strain.

Each season many splendid Delphinium blooms the first year, from seed sown right out in the garden in April.

Delphinium may be sown right outdoors early in spring. With no protection, the plants will live over winter and increase in size and vigor.

LONG'S Special Mixture

Seed saved from my best stock or exhibition plants. Many types, colors and shades. Mixed colors only: Pkt. \$1.00; small pkt. 50c; ¼ oz. \$2.50; oz. \$9.00.

Wrexham or Hollyhock Type

Called also the "Hollyhock". Illustrated at right. Personally I think this too heavy and clumsy. I prefer my "Special Mixture" of all types.

WREXHAM seed at 80c a pkt., small pkt. 40c; ¼ oz. \$2.00; oz. \$7.00. (No Wrexham plants, except as they may happen to come in the mixed plants I offer.)

Two Favorite Delphiniums

DELPHINIUM, BELLADONNA IMPROVED. Turquoise-blue, single flowers. Florist's favorite for cutting. Pkt. 20c; ¼ oz. \$1.00.

DELPHINIUM, BELLAMOSUM IMPROVED. Similar to Belladonna but color of flowers intense rich deep blue. Another favorite for cutting. Pkt. 20c; ¼ oz. \$1.00.



Some of My Delphiniums from Seed

Delphinium Plants

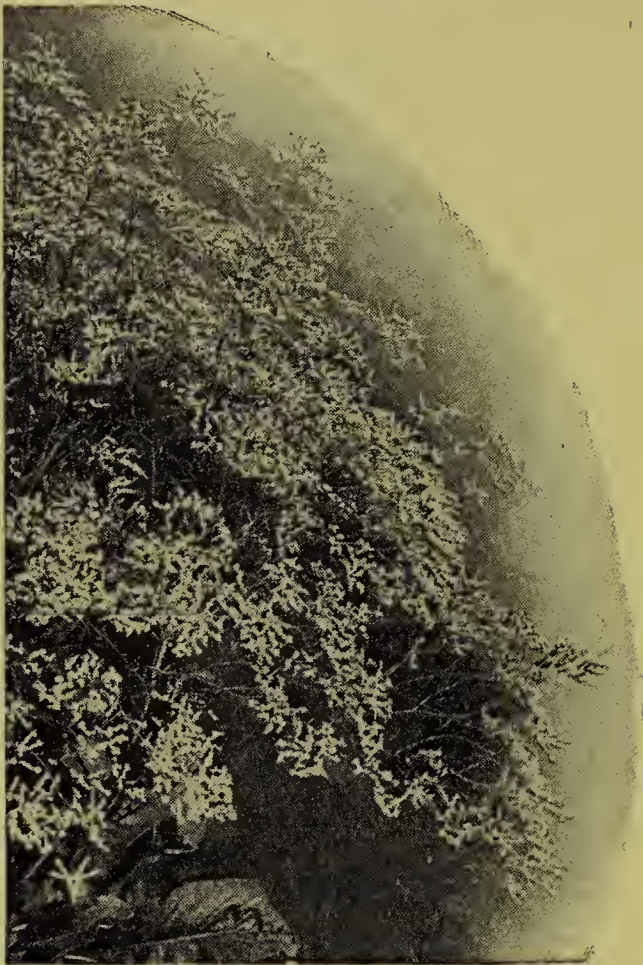
From seed containing a liberal per cent of the fine new kinds. Field seedlings, many of which bloomed last year. Not large roots. I do not recommend moving large roots. Those I ship will thrive and bloom. 7 for \$1.00; 15 for \$2.00; 25 for \$3.00. All prepaid. (Mixed colors only.)



NOTE: Delphiniums are very hardy. They begin growth real early in spring. Is best to set these plants out when you do your early gardening. But will thrive if shipped and planted later. If sent after growth well started, we cut the tops back before packing. New shoots start at once from crown of plant. But order and plant early if you can. Means better results the first season.

PESTER THE PESTS. Only insect I know of that works on Delphinium is some sort of red spider, louse or other "varmint" very efficient in "mass production." Shoot him in the eye first time you see him—shoot his wife and children, too—with some tobacco solution. For mildew on plants, dust with fine powdered sulphur.

Statice (Sea Lavender)



STATICE (Sea Lavender). Latifolia, light blue. Fine for combining with other flowers, especially with Glads. **EVERY GLAD GROWER SHOULD HAVE A GOOD SUPPLY OF STATICE.**

Field Grown Statice Roots (2 for 50c) (5 for \$1.10) (10 for \$2.00). Prepaid.

Bleeding Heart Roots



BLEEDING HEART. Strong roots. Plant early spring or in fall. (Each 60c) (3 for \$1.50) (10 for \$4.00). Prepaid.

Cinnamon Vine Roots

Hardy, rapid-growing climber, covered with beautiful, glossy heart-shaped leaves and a profusion of sweet-scented flowers, perfuming the air for a long distance. Plant early in April to middle of June, 8 to 10 inches apart. Lay roots flat; cover about 2 inches. Protect by mulching the first winter. Vine dies down each fall, starting again in spring. As the larger roots make the most rapid growth, I offer one size only—**specially selected strong roots.** 2 for 25c; 10 for \$1.00, prepaid.

Two Little Known Flowers

(And Such Funny Looking Bulbs!)



Ranunculus Blooms

Ranunculus Bulbs Nothing produces a brighter effect than a bed of Ranunculus. The flowers are wonderfully good for cutting also. Plants about a foot high with flowers two inches or so in diameter, many of them double, in a variety of bright and pleasing colors.

The bulbs are even funnier in appearance than those of the Anemone. They look like dried up bird's feet and of no value whatever. You'd swear they would not grow, much less produce beautiful flowers. But just plant them out in the garden any time after the ground warms up and see them do their stuff. Set these little "crowfoot" bulbs about two inches deep, pressing them firmly in the soil. (The "claws" are bottom of bulb.) Thrive best in partial shade.

Space the bulbs 5 or 6 inches apart. Just cultivate and water moderately. **Warning!** Too much water may cause failure. Keep soil moist but not very wet. Easy to grow. In fall take up the bulbs, store in dry place away from frost. Replant the next spring.

TECOLOTE GIANTS. Largest and most magnificent strain. Award of Merit, Mass. Hort. Society 1933 and 1934. 10 for 50c; 25 for \$1.00; 100 for \$3.80, prepaid.

Anemone Bulbs Plant the bulbs any time from early spring to middle of June. The plants grow 8 to 12 inches high. Several flower stems come from a small bulb. Flowers are bright colors in mixture, some single, a few double, and several inches in diameter. For best results, plant in partial shade.

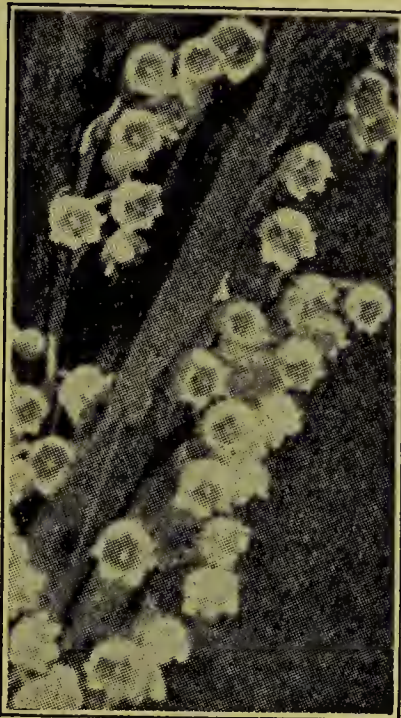
The Anemone bulbs are very peculiar. Dry, hard and apparently lifeless, they respond quickly when planted two inches deep in any good garden soil. Set the bulbs 4 to 6 inches apart. No special culture required. In fall take up bulbs and store in a dry place. Replant the next spring. (Or use for pants buttons. That's what they look like!)

MONARCH DE CAEN. Very favorite strain. Immense brilliant flowers. 10 for 40c; 25 for 90c; 100 for \$3.20, prepaid.

Some Plants for SHADY PLACES

Lily-of-the-Valley Roots

Splendid for shade, or partial shade. Thrives also out in the open, but is especially valuable for places where many other flowers will not grow. May be planted in clumps, or the clumps may be pulled apart, making 25 to 30 single roots. Good way to get quick results is to make 5 to 8 smaller clumps from the one I send you. Use fine sand liberally in soil when planting, give plenty of water, and your plants will bloom and spread nicely. Clump \$1.00; 3 clumps \$2.50; 5 clumps \$4.00, prepaid. Plant early.



Hardy, Fragrant Violets

Here's one answer to that question, "What will grow and thrive in the shade?"



These hardy violets grow in shade, partial shade, or out in the open, but do best in partial shade. The plants increase in size or number by sending out short runners which take root and make new plants around the original one, soon forming quite a nice clump. When the clumps get too large or too thick they may be taken up, pulled apart and reset.

The blossoms are of violet color, and delicately fragrant. I sell these violets in clumps. Each clump can be easily separated to make several dozen plants. Or, you can separate the clump into a few smaller clumps for quicker results. There is no set rule as to this. They thrive 'most any way if given good soil and reasonable care.

Prices: One clump \$1.00; 3 clumps \$2.50; 5 clumps for \$4.00. Prepaid anywhere in U. S. A.

Lupines

Annuals, with long flower spikes bearing pea-shaped flowers. Easy to grow. Do well in partial shade. Dark Blue, Rose, Mixed colors. Choice, pkt. 10c. Any 3 pkts. for 25c.

Pansies for Partial Shade

Both Pansies and Asters do best in partial shade. Not too much, but some shade good for them. Ever notice that best Asters you see when driving about town are often on east side of a building? "There's a reason." See page 7.



Annuals, Biennials, Perennials

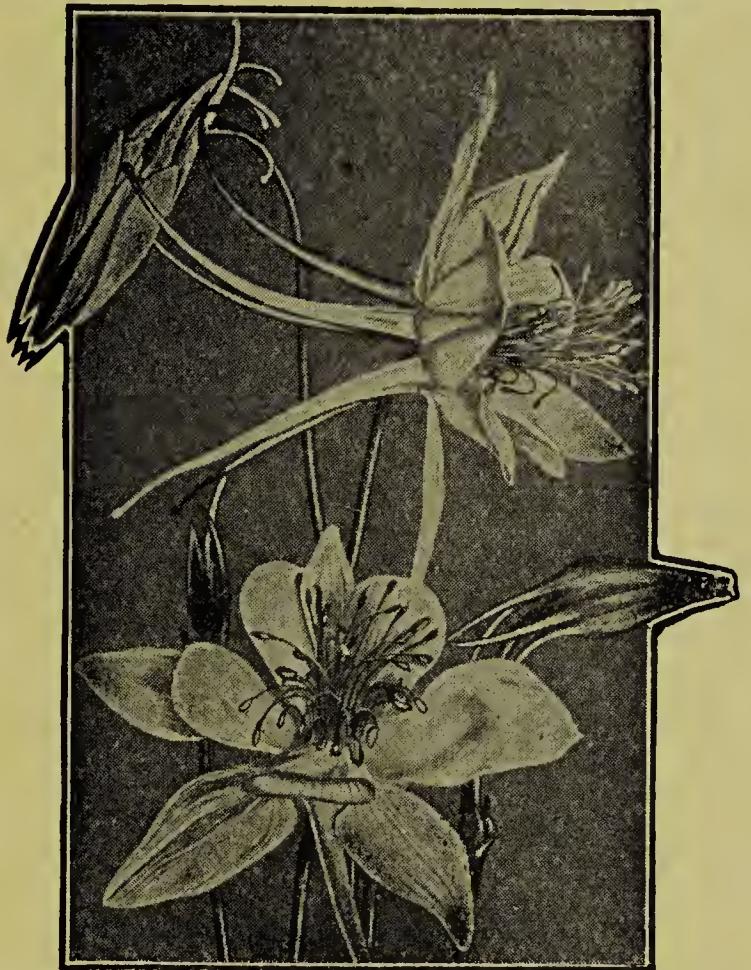
We often hear these terms used glibly enough, but may not understand just what they mean, with reference to plants.

Annuals are plants which flower, produce seeds and die the same year the seed is sown. Most vegetables are annuals, and so also are many of our favorite flowers. Examples: Aster, Cosmos, Petunia, Snapdragon, Zinnias.

Biennials are plants which finish their growth, produce seed, and die the second year.

Perennials are plants that live and bloom year after year indefinitely. Some will flower the first year. Examples: Columbine, Daisy, Forget-me-not, Gypsophila (Baby Breath).

Rocky Mountain Columbine



The State Flower of Colorado. Very beautiful, hardy perennial; sepals blue, petals white. Thrives in any state except in extreme south. Does best in partial shade. **Plant early.** Starts growth early in spring. Blooms here last of May, almost always in bloom Decoration Day. Year-old field-grown roots should bloom if set out early. Will bloom profusely next year and thereafter.

ROCKY MT. COLUMBINE SEED. Pkt. 10c; 1/4 oz. 35c; 1/2 oz. 60c; oz. \$1.00.

ROCKY MT. COLUMBINE PLANTS. Good, strong plants or roots, right from the field. 2 for 50c; 5 for \$1.00; 12 for \$2.00; 20 for \$3.00, prepaid.

Columbines "Rainbow Blend"

An unsurpassed strain in habit, vigor of growth, length of spur and size of flower. Brilliant colors in shades of pink, rose scarlet, velvety reds and purples, including tints heretofore unknown. Sold in mixed colors only.

"RAINBOW BLEND" SEED. Pkt. 25c; 5 pkts. \$1.00.

"RAINBOW BLEND" ROOTS. Strong field-grown roots: 3 for 50c; 7 for \$1.00; 15 for \$2.00; 25 for \$3.00, prepaid.

LONG'S

Tried and True Flower Seed

Ageratum (FLOSS FLOWER.) Dwarf, compact plants, fine for borders, edgings or pots.

F1, Blue; F2, White; F3, Choice Mixed. Price for any kind: Pkt. 5c; ¼ oz. 25c.

Sweet Alyssum Exceedingly popular border plant, useful in many ways in any garden. Puts the "finishing touch" to beds, walks, etc.

LITTLE DORRIT. F4. Similar to Little Gem but still more compact and a finer variety. White. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

LILAC ALYSSUM. F4½. Same as white, but lilac color. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

Amaranthus Graceful plants with ornamental foliage.

All Kinds, Mixed. F5. Pkt. 5c; ½ oz. 15c.

Balloon Vine F9. Hardy annual climber, producing white flowers and seed vessels that look like small balloons. Good for screens. Seeds hard. Should be soaked 24 hours. Pkt. 5c; ½ oz. 15c.

Balsam (LADY SLIPPER.) Grows quickly from seed, producing large brilliant flowers. Also called "Touch-Me-Not." Great favorite with children.

DOUBLE MIXED. F11. Pkt. 5c; ¼ oz. 25c.

Calliopsis F14. Bush plants 2 feet high covered with showy flowers. Pkt. 5c; ½ oz. 15c.

Canary Bird Flower F15. Rapid growing climber, 10 feet. Flowers canary yellow, and resembling a canary bird. Fine for porches, etc. Soak 24 hours. Pkt. 10c; ½ oz. 20c.

Candytuft F17, PURE WHITE; F18, FINE MIXED. Pkt. 5c; oz. 25c.

GIANT HYACINTH-FLOWERED. Extra large and fine. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

Canterbury Bells Annual and hardy biennials, blooming second year from seed. See page 16.

Carnations HARDY. Biennials. These lovely, fragrant carnations are the most profuse bloomers of all the so-called pinks.

MARGARET. F20. Double flowers with lovely fringed petals; delightfully fragrant; wide range of charming colors. Extra fine. Pkt. 10c; ½ oz. 25c.

Celosia OR COXCOMB. F22. OSTRICH PLUME. Feathered varieties mixed. Pkt. 5c; ¼ oz. 25c.

CRESTED COXCOMB. F23. Dwarf plants with bright red combs. Pkt. 10c.

Chrysanthemum DOUBLE ANNUAL. F011. Small flowered. Mixed colors. Pkt. 10c; ¼ oz. 25c.

Cobaea Scandens (CATHEDRAL BELLS.) F24.

Rapid growing climber, 15 to 20 feet in a few months. Has lovely lilac bell-shaped flowers. Plant seeds on edge. Pinch few inches off top of plant when 6 inches high or so; will make it branch out and produce denser covering. Pkt. 10c; ½ oz. 25c.

Cosmos EARLY GIANT. Easy to grow. A good oldtime favorite, still popular. This strain both early and large.

F27, WHITE; F28, PINK; F29, CRIMSON; F30, FINE MIXED. Your choice of any of these colors, or mixed: Pkt. 10c; ½ oz. 25c.

Cypress Vine F31. Beautiful rapid-growing climber with feathery foliage and star-shaped blossoms. Soak seed 24 hours in warm water. Pkt. 10c; ½ oz. 25c.

Daisy DOUBLE. The poet's favorite flower. Perennial, blooming first year from seed. Very neat for borders.

F32, PINK; F33, WHITE; F34, MIXED. Price for either color or mixed: Pkt. 10c.

Delphinium Choice Mixed: Pkt. 15c; ¼ oz. 40c.

"Forget-Me-Not" F37. Hardy perennial and one of the daintiest of garden favorites. Blooms first year and better next. Color blue. Pkt. 10c; ¼ oz. 25c.

Four o'Clock F39. Good old-fashioned easy-to-raise flowers, splendid for hedge center or background. Mixed colors. Pkt. 5c; oz. 20c; ¼ lb. 60c.

Fox Glove F40. Tall perennial with spikes of vari-colored and spotted tube-like flowers, blooming second year from seed. Pkt. 10c.

Gaillardia F41. Compact, bushy plant bearing large brilliant flowers. Fine mixed. Pkt. 5c; ½ oz. 25c.

Geranium F42. Perennial blooming first year from seed if started early. Fine mixed. Pkt. 15c.

Ornamental Gourds Don't overlook these for the children.

NEST EGG. F44. Grow your own nest eggs. Give the hen an inspiration. Plant this seed in poor soil lest you raise an ostrich egg. Pkt. 5c; ½ oz. 15c.

DIPPER. F45. Grow your own dippers. Pkt. 5c; ½ oz. 15c.

MIXED GOURDS. F46. Pkt. 5c; ½ oz. 25c.

Heliotrope F50. Perennial, blooming first year. Choice mixed. Pkt. 10c.

Japanese Hop F62. A rapid growing climbing vine much used for covering unsightly objects and for shading windows and porches. Soak seed 24 hours. Pkt. 10c; ½ oz. 25c.

Larkspur ANNUAL. F63. Dwarf Mixed. Pkt. 5c; ½ oz. 25c.

Marigolds F67. FRENCH DWARF. Mixed. Pkt. 5c; ½ oz. 25c.

"LEGION OF HONOR." F67½. Rich golden yellow flowers, marked velvety brown. Fine for borders and edging. Pkt. 10c; ½ oz. 30c.

AFRICAN TALL. F68. Long's Special Mixture. Pkt. 10c; ½ oz. 30c.

Mignonette No garden is complete without this old-fashioned fragrant flower. Comes into bloom soon.

LONG'S SPECIAL MIXTURE. F69. Extra fine varieties mixed. Pkt. 5c; ½ oz. 25c.

Morning Glory F70. TALL. Always popular for fences and screens, etc. Fine mixed. Pkt. 5c; oz. 20c.

DWARF. F71. Good for beds or borders. Pkt. 5c; oz. 25c.

Nasturtiums—Dwarf

LONG'S SPECIAL MIXTURE. F76. Extra fine mixture of Dwarf sorts, always giving pleasing results. Large pkt. 10c; oz. 15c; ¼ lb. 40c.

EMPRESS OF INDIA. F77. Crimson. Foliage dark.

GOLDEN KING. F78. Rich orange-yellow.

KING THEODORE. F79. Velvety crimson.

PEARL. F80. Light lemon-yellow or primrose.

VESUVIUS. F81. Rich deep apricot. Any separate color: Pkt. 10c; oz. 15c.

Nasturtiums—Tall

Fine for covering trellises, stumps, fences, etc. Very showy when planted at top of steep bank and allowed to run down the bank. Or may be allowed to ramble in any location. Flowers larger and stems longer than the dwarf kinds.

LONG'S SPECIAL MIXTURE. F82. Fine assortment of large flowering tall or climbing nasturtiums. Large pkt. 10c; oz. 15c; ¼ lb. 40c.

SEPARATE COLORS TALL NASTURTIIUMS

KING THEODORE. F83. Crimson-maroon.

ROSE. F84. Bright soft rose.

SCARLET. F85. Bright scarlet.

SUNLIGHT. F86. Clear rich yellow.

VESUVIUS. F87. Salmon-rose. Any separate color: Pkt. 10c; oz. 15c.

Nicotiana (FLOWERING TOBACCO PLANT.) F75. Pkt. 5c.

Phlox Drummondii For beds and massing nothing surpasses these beautiful annuals.

GRANDIFLORA MIXED. F91. Pkt. 10c; ½ oz. 30c; ¼ oz. 50c.

Pinks (DIANTHUS.) Hardy sweet scented annuals blooming all summer in variety of brilliant colors.

HEDDEWIGGII. F94. Finest of all pinks. Great variety of colors. Pkt. 10c; ½ oz. 30c; ¼ oz. 50c.

Portulaca (MOSS ROSE. F99. SINGLE MIXED. Pkt. 5c; ¼ oz. 25c.

FINE DOUBLE MIXED. F100. Pkt. 10c.

Rincinus (CASTOR BEANS.) F98. Tropical-looking plants growing to immense size from seed sown after danger from frost. Pkt. 10c; oz. 25c.

Salpiglossis (VELVET TRUMPET.) F101. Very showy plant with trumpet-shaped blossoms in rare combinations of color, beautifully marbled and penciled. Mixed colors. Pkt. 10c.

Gorgeous Poppies Wonderfully brilliant and always popular flowers. Sow where wanted, as difficult to transplant.

BRILLIANT BEAUTIES. F94½. My special mixture of finest double and other charming sorts in wide range of colors. Pkt. 5c; ½ oz. 25c.

TULIP POPPY. F95. Vivid scarlet. Pkt. 10c; ¼ oz. 35c.

SHIRLEY. F96. A beautiful single poppy, white, pink, lavender, purple, crimson, all mixed. Pkt. 5c; ¼ oz. 25c.

ICELAND. F96½. (Perennial.) Very hardy, fragrant, blooms first year from seed, good for cutting. Fine mixed. Pkt. 10c; ½ oz. 25c.

ORIENTAL. F97. (Perennial.) Tall and showy. Scarlet flowers. Looks well among shrubs. Pkt. 10c; ½ oz. 25c.

DOUBLE SHIRLEY POPPIES. You'll like these. (F0137, Rose.) (F0138, Salmon.) (F0139, Mixed Double Shirley Poppies.) Your choice, Pkt. 10c. Any 3 Pkts. for 25c.

Salvia (SCARLET SAGE.) F102. Standard bedding plant where brightness of color is wanted. Flowers borne in spikes of fiery red, lasting long time. Pkt. 10c; ¼ oz. 60c; ½ oz. \$1.00.

Scabiosa F74. Also known as Pincushion Plant. Flower stems are long and keep well in water. Fine mixed. Pkt. 5c; ½ oz. 25c.

Scarlet Flax (LINUM.) F65. Bright red flowers. Pkt. 5c; oz. 25c.

Stocks TEN WEEKS. F103½. "Cut and come again" fragrant annual. Profuse bloomer. Colors range through all the soft and distinct shades.

DWARF LARGE FLOWERING TEN WEEKS STOCKS. In separate colors. (F0131, Blood Red.) (F0132, Carmine Pink.) (F0133, Lavender.) (F0134, Peach Blossom.) (F0135, White.) (F103½, Mixed Colors.) Your choice any color or mixed. Pkt. 10c. Any 3 Pkts. for 25c.

Sweet Sultan F107. Delightfully fragrant flowers with small fringed petals. Easily grown. Something like Bachelor's Button. Choice mixed. Pkt. 5c; ½ oz. 25c. See page 16.

Sweet William Well-known hardy perennial producing gorgeously colored fragrant flowers. Hardy perennial, 18 inches high. Cover seed scant ¼ inch. Thin to 6 inches.

SINGLE MIXED. F108. Pkt. 5c; ¼ oz. 15c.

DOUBLE MIXED. F109. Pkt. 10c; ¼ oz. 35c.

JOHNSON'S GIANTS see page 16.

Wild Cucumber F115. One of the quickest growing annuals. 30 feet in a season sometimes. Foliage dense, great for shade. Produces many white blossoms, followed by ornamental prickly seed pods. Soak seed in warm water 24 hours. Pkt. 10c; oz. 25c.

LONG'S "Hit or Miss" F125. "Surprise" mixture of many kinds flower seeds—as one customer said, "It's all hit and no miss." Something new nearly every day after begins to bloom. Makes a hit with all who try it. Pkt. 5c.

Gladiolus Bulbs FOR WINTER AND SPRING DELIVERY

Kinds, Sizes and Prices in This Catalogue Cancel All Former Listings or Offers

Three Size Glad Bulbs

The **LARGE BULBS** measure (in diameter) from 1¼ inches up, mixed sizes. This size is designated by the letter "L".

MEDIUM BULBS measure ¾ inch to an inch or larger, mixed sizes. These **Medium Bulbs** bloom splendidly, though the large bulbs make still larger spikes and more of them. **Medium Bulbs** are designated by the letter "M".

SMALL BULBS are designated by the letter "S". They will average nearly half-inch in diameter. **Not sold as blooming sizes.**

NOTE: It will help us in filling your Glad bulb orders if you will mention the size each time: Large, Medium, Small, or just the letters L, M or S.

What Size Shall I Buy?

A **Large** bulb usually produces two spikes of blossoms, sometimes three. A **Medium** bulb will produce a splendid spike, maybe two. A **Small** bulb is not certain to bloom, but some will bloom, producing smaller spikes.

Medium and **Small** bulbs are especially valuable for producing new, vigorous bulbs and many bulblets. **Large** and **Medium** bulbs best for blooms.

Prices, Terms, Delivery

I prepay Glad orders amounting to \$1.00 or more. (Except at wholesale as noted.) If Glad order less than \$1.00, please add 15c toward packing and shipping cost.

Each item on your Glad order must amount to not less than 10c.

TERMS: Cash with order, or ¼ cash with order, balance C. O. D. Or send ¼ with order, and balance any time before we are ready to ship.

DELIVERY: (Except wholesale lots.) I pay all postage or express charges, and guarantee safe delivery. (My choice, whether parcel post or express.)

If your express office is different from your mail address, please be SURE to give express office address also when ordering.

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate, but must amount to not less than 10c.)

All Glad prices in main catalogue on the **YELLOW PAGES** are prepaid to you. The prices on the special **BLUE PAGES** not prepaid, but f. o. b. Boulder, you paying transportation.

Second Choice, Please

Sooner or later some kinds and sizes of Glad bulbs will be sold out. Saves a lot of time and correspondence if you will kindly name a few varieties that we may send in case sold out any on your order. Or say if we may send **another size**. Or, if you wish, say we may send something good, our selection, from kinds we have yet in good supply.

How to Send Money

I prefer P. O. Money Orders but accept checks. Banks now charge us collection fee on checks, so please avoid, if convenient to you, sending checks for small amounts.

I suggest sending currency and coin for amounts up to \$5.00 or so. Not one chance in a thousand of any loss this way, especially if you use our strong return envelope. We can also use some stamps, but prefer paper bills and silver.

If You Pay Transportation

As noted above, and elsewhere in the following pages, I prepay all but wholesale lots.

BUT, many customers have been much pleased with my special proposition in the past.

If the customer pays express on Glads priced prepaid I will send extra Glads to more than offset the express charges.

The customer pays express, and I send extra Glads to more than offset the express charges. I'll send extra bulbs of kinds on your order, or some good kinds, my selection, or maybe both.

If order part from wholesale list and part from prepaid lists, you will find it much to your advantage to do as many others have done. Just say, "Send all at my expense and add more Glads to cover sending costs on prepaid items."

On good size orders express usually cheaper, as bulbs take a special second class rate by express.

But if you specify parcel post shipment and you pay carrying charges, then we ship C. O. D. for postage. Please do not send any money in such cases for postage or try to estimate it. Nor say you will remit for postage later. **We keep no postage accounts.** Either express, you pay express on arrival, or parcel post, the postage C. O. D.

Any Glads priced prepaid may be ordered f. o. b. Boulder, at the prepaid prices, but I then send you more than enough extra stock to offset the carrying charges. (Order should be \$3.00 or more to take advantage of this offer.)

Send list for price on the lot, if you care to, but only for good sized lots, not a list amounting to only a few dollars. I'll make you price f. o. b. Boulder on the list. Please state definitely the kinds, sizes and quantities of each wanted.

We ship bulbs all winter. Prefer to ship soon as order is received, because have so many other shipments in spring. But, of course, will hold until spring if you say so. Safe delivery guaranteed. You take no risk, no matter when we ship.

"Glad Gossip," 10 Cents

"Glad Gossip" is a 24-page booklet I wrote to help both amateurs and professional growers get the most pleasure and profit from their Glads. Doesn't tell all there is to know about Glads, but tips you off about many points of vital interest.

Among other things, about eight pages are given to thrips. Many who followed my suggestions last season solved their thrips problems, and have renewed their enthusiasm for growing Glads as a hobby or for market.

The price is 10 cents. If not worth 10 cents then it isn't worth sending for. It's been worth dollars to many Glad growers. "You'll be surprised."

Free with Glad orders amounting to \$1.00 or over, if asked for when order is sent. Really ought to have required a larger order for free copy, but send as big an order as you can, \$1.00 or more, and "Gossip" is yours. Otherwise, 10c, please.

From Minnesota: "When Coronado came into bloom I just wanted to sit and look at it. It has such style and beauty. You see what you have done? You've made a glad fan out of me, and I'm happy to be one."—Mrs. R. A. C.

Choice Named VARIETIES OF Gladiolus

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate, but must amount to not less than 10c.)

**These Prices Prepaid
Bulbs Plainly Labeled**

Acadia (Palmer.) Geranium-pink. Large. Lovely. (L. 20c).

Aflame (H.) Giant begonia-rose. (L. 2—12c; 10—50c) (M. 10—30c)

Aida (Pf.) Rich deep violet-blue. Large, tall, straight, early, strong grower; great favorite. (L. 2—12c; 10—50c) (M. 10—30c).

Albatross (Pf.) Large pure white. (L. each 10c; 10—80c) (M. 2—12c; 10—50c.)

Amador (Kingsley.) New glowing red Glad that glistens in the sun and sparkles under electric light. Good size, good spike. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c).

Apricot Glow (Palmer.) As named. (L. 10—40c) (M. 10—20c).

Ave Maria (Pf.) Large near-blue. Tall straight spike. Many large blooms open, facing one way, well placed. Early. (L. 2—10c; 10—40c) (M. 10—25c)

Bagdad (Palmer.) Smoky old rose. Large. Tall straight spike. (L. 15c; 10—\$1.20) (M. 2—15c; 10—60c) (S. 10—30c).

Beat All (Europe.) Large rose-salmon. (L. 25c) (M. 15c).

Berty Snow (Mair.) Large lavender. (L. 2—10c; 10—40c) (M. 10—25c) (S. 10—15c).

Betty Brown Eyes (Briggs.) Orange, maroon blotches on two lower petals. (L. 25c; 10—\$2.00).

Betty Co-Ed (Briggs.) Soft creamy pink, "that schoolgirl complexion." (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 10—35c).

Betty Nuthall (Salbach.) Coral with orange throat. Wonderful. (L. 2—12c; 10—50c) (M. 10—30c) (S. 10—15c).

Bill Sowden (Fallu.) Very large deep red. Favorite Australian Glad. (L. 15c; 10—\$1.20) (M. 10c; 10—80c) (S. 10—50c).

Blue Danube (Pf.) Amethyst-blue with darker throat. Immense straight spike carrying many large, well spaced and faced blooms. (L. 12c; 10—\$1.00) (M. 2—15c; 10—60c) (S. 10—40c).

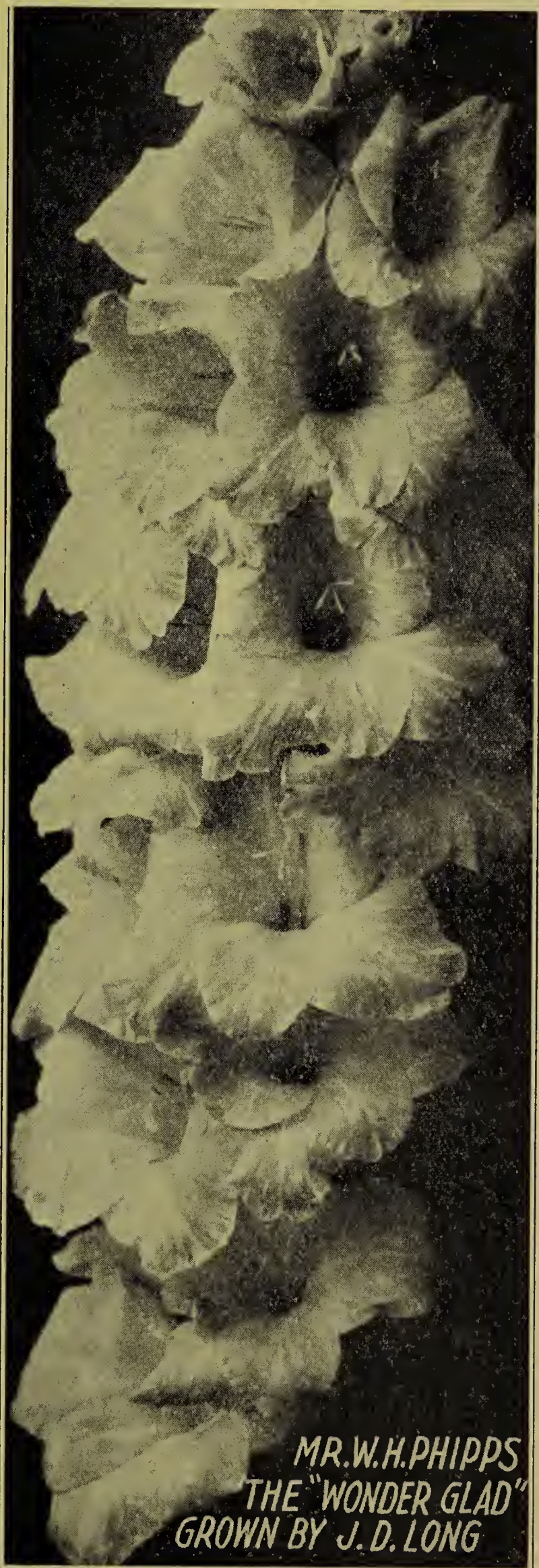
Blue Triumphator (Pf.) Largest of the near blues. (L. 15c; 10—\$1.20) (M. 10c; 10—80c)

Champlain (Palmer.) A healthy, vigorous blue, or near-blue. Soft violet with slightly darker throat. (L. Each, \$1.75) (M. Each, \$1.25) (S. Each, 80c).

Charles Dickens (Pf.) Radiant purple. Very tall, good spike. (L. 3—15c; 10—40c) (M. 10—20c).

Charles Lindbergh (Prestgard.) Pink with light throat. Tall, straight, charming. (L. 20c; 10—\$1.60) (M. 15c; 10—\$1.20).

Commander Koehl (Pf.) Immense dark scarlet of glowing brilliancy. A sensation in gardens and show rooms. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 10—25c).



Coronado (Briggs.) Immense ruffled white with purple throat. (L. 2—15c; 10—60c) (M. 10—30c).

Coronation (Palmer.) Light salmon, shading to cream. Exhibition type. Very lovely. (L. Each, 40c).

Coryphee (Pf.) Soft pink with white throat. Large blooms. (L. 2—12c; 10—50c) (M. 10—25c).

Damascus (Stevens.) Deep rose purple, overcast blue, red blotch. One of the most popular smokies. (L. 10c; 10—80c) (M. 2—15c; 10—60c).

Debonair (Palmer.) LaFrance pink. Throat shrimp pink and cream. Very good. (L. Each, 40c) (M. Each, 25c).

Dr. F. E. Bennett (D.) Bright red. (L. 2—12c; 10—50c) (M. 10—25c).

Dr. Durr (Pf.) New white with cream throat. (L. 30c) (M. 20c).

Dr. Moody (Kinyon.) Large lavender. Early. (L. 2—12c; 10—50c) (M. 10—25c).

Dr. Nelson Shook (K.) Tyrian-rose. Ruffled. (L. 3—15c; 10—40c) (M. 10—25c).

Duna (Palmer.) Soft light pinky buff. (L. Each, 40c) (M. Each, 25c).

Early Dawn (Briggs.) New, tall, large, very early rich geranium pink. Color slightly deeper on lower petals. Small red lines in throat. Important because so few large, good, early pinks to be had. (L. 40c) (M. 25c) (S. 15c).

Early Sunrise (Vel.) Large, tall, deep salmon. Very early. (L. 2—14c; 10—60c). (M. 10—40c).

Emile Aubrun (Lemoine.) Huge spike. Flower of smoky bronze, with cherry blotch. Good propagator. (L. 2—12c; 10—60c). (M. 10—40c).

Erica Morini (Pf.) New large red. (L. Each, 50c) (M. Each, 30c).

Fata Morgana (Pf.) Peach blossom. Amber throat. Good spikes. Large, pleasing and early. (L. 10c; 10—80c) (M. 10—40c).

Frederick Christ (D.) LaFrance pink and yellow. (L. 20c; 10—\$1.60).

Gate of Heaven (Himmelstor.) Tall, strong growing pure, rich deep yellow. Florets large, ruffled, well placed and of good substance. (L. Each, 40c) (M. Each, 30c).

Giant Nymph (Coleman.) Pink with creamy throat. Tall, large. (L. 2—12c; 10—50c) (M. 10—25c).

Gloriana (Betscher.) Salmon pink. (L. 2—10c; 10—40c) (M. 10—20c).

Golden Cup (Palmer.) Yellow. Deeper than Golden Dream. Large. (L. 35c) (M. 25c).

Golden Dream (Groff.) Tall deep yellow. (L. 2—10c; 10—40c) (M. 10—20c).

Gold Mine (Briggs.) Large, yellow, similar to Golden Measure, but better. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

Graf Zeppelin (Pf.) Clear brilliant. (L. 10c; 10—80c) (M. 2—15c; 10—60c).

Hercules (Crow.) New shade of clear buff. Tall massive spike. Blooms large and of heavy texture. (L. Each, \$1.00).

Inspiration (Palmer.) Deep shrimp-pink. Fluted form blooms. (L. 25c) (M. 15c).

Jane Addams (Dec.) Very large lavender. (L. 2—15c; 10—60c) (M. 10—40c).

Janet (Crow.) Smoky gray shaded peach pink. Unique. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 10—25c).

Joerg's White (Joerg.) Creamy white. Short spike. (L. 2—12c; 10—50c) (M. 10—30c).

J. S. Bach (Pf.) Immense salmon-orange. (L. Each, \$1.50) (M. Each, \$1.00).

Jonkheer Van Tets (Pf.) Grand immense white. Many say the best big white, all points considered. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

King Arthur (Arenius.) Grand deep rose-lavender. Florets very large, of distinct shape, edges fluted, of heavy substance, and well arranged. Visitors spot this as one of the most outstanding and interesting among newer Glads. (L. 35c) (M. 25c) (S. 15c).

Lady Eaton (Palmer.) Soft venetian pink, with nearly white throat. (L. Each, \$1.75).

La Paloma (Dusinberre.) Vivid orange. (L. 10c; 10—70c) (M. 10—40c).

Libelle (Pf.) Heliotrope-blue, violet feather in throat. Flowers large and of a very pleasing color. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20).

Linalee (D.) Large rich pink, apparently a Phipps seedling, but color deeper and lovelier than Phipps. Tall spike. Not much stock of this. (L. 15c; 10—\$1.20).

Loyalty (Austin.) Very clear yellow of good size. Sturdy grower, straight spike. (L. 10c; 10—60c).

Ludwig Beethoven (Pf.) Smoky mauve. (L. 20c; 10—\$1.60).

Maid of Orleans (Pf.) Large lovely milky white with cream throat. Tall, straight spike. Flowers usually perfectly placed. A glorious and satisfactory white. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

Mammoth White (U. B.) Large white. (L. 10c; 10—70c) (M. 10—40c).

Marjorie Morrill (Jacobs.) Creamy pink. Basket of Marjorie won blue ribbon at New England Glad Show, 1934. Entered by Stephen B. Jacobs, the introducer. (L. 30c; 10—\$2.40)

Marmora (Errey.) Immense smoky lavender from Australia. Many blooms open, on good tall, straight spike. Great exhibition variety. (L. 2—12c; 10—50c) (M. 10—25c).

Mary Jane (K.) Silvery lavender. (L. 2—12c; 10—50c).

Mildred Louise (Wentworth.) Marvellous strawberry pink. (L. 35c) (M. 25c) (S. 15c).

Minuet (J. C.) Large lavender. (L. 2—12c; 10—50c) (M. 10—25c).

Miss Des Moines (Prestgard.) Lilac lavender, light yellow throat. Tall, straight spike. (L. 10c; 10—80c).

Miss Greeley (Briggs.) So similar to Mr. W. H. Phipps that causes many arguments. Not quite so massive and spectacular as Phipps, but better in some points. The amazing and exceedingly valuable difference is that Miss Greeley is about three weeks earlier than Phipps. Just imagine what this means to florists and commercial growers. (L. 12c; 10—\$1.00) (M. 10—60c) (S. 10—40c).
(Bulblets withdrawn for propagation.)

Moorish King (Pf.) Large dark mahogany-maroon. (L. Each, 40c) (M. Each, 25c).

Morocco (Pf.) Very dark maroon. Buds almost black. Large. An outstanding novelty. Catches eye of every visitor to gardens. (L. 2—12c; 10—50c) (M. 10—25c).

Mother Machree (Stevens.) Soft smoky lavender, combined with orange and gray. (L. 10c; 10—70c) (M. 2—10c; 10—40c) (S. 10—25c).

Mrs. Leon Douglas (K.) Begonia-rose. (L. 2—12c; 10—50c) (M. 10—25c).

Mrs. P. W. Sisson (J. C.) Lovely cameo pink. Many large blooms open at one time. (L. 2 for 12c; 10 for 50c) (M. 10 for 25c).

Mrs. Ray Chase (Miller.) Large creamy white, sometimes tinted or suffused with pink. Excellent. (L. 25c) (M. 15c).

Mrs. Van Konynenburg (Pf.) Tall, straight, blue-lavender. (L. 3—14c; 10—40c) (M. 10—25c).

Mr. W. H. Phipps (D.) "The Wonder Glad." La France pink. (L. 2—12c; 10—50c) (M. 10—25c).

Orange Wonder (Kemp.) Not a prim, but good large orange Glad. Tall, strong straight spike. (L. 2—12c; 10—50c) (M. 10—25c).

Our Selection (Australia.) Giant exhibition Glad that has caused a big sensation in the Australian shows, and in the few places it has been seen in America. Salmon-red, flecked with deeper shade, often marked with slate flakings. Lower petals carry a blotch of cerise, bordered with cream. Considerable variation in color and markings. Long spikes carry large blooms, many open. Placement splendid. (L. 2—14c; 10—60c) (M. 10—25c) (S. 10—15c).

Patricia Carter (K.) Clear shell pink Prim. (L. 2—12c; 10—50c) (M. 10—30c).

Pelegrina (Pf.) New near blue. (L. Each, 20c; 10—\$1.60) (M. Each, 15c; 10—\$1.20).

Pfitzer's Triumph (Pf.) Immense blooms of salmon-orange. Usually classed with reds. Many open. A sensation at shows. (L. 2—10c; 10—40c) (M. 10—25c).

Picardy (Palmer.) Soft shrimp pink. Many say this is the most outstanding introduction in recent years. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 10—25c).

Pirate (Palmer.) Shades of carmine and pomegranate-purple. (L. 20c; 10—\$1.60) (M. 10c; 10—80c).

Premier Henry (Palmer.) Geranium pink, shading to La France pink deep in throat. Very large. (L. Each, \$1.75).

Rameses (Stevens.) Red-purple with deep crimson blotch. Spike very tall. Florets massive and unusual. Ruffled. Not a commercial sort, but a remarkable novelty. Been very expensive, but now you can add this to your collection. (L. 20c; 10—\$1.60) (M. 10c; 10—80c).

Rapture (Palmer.) Medium light salmon with diffused creamy blotch. (L. 20c; 10—\$1.60) (M. 10c; 10—80c) (S. 2—15c; 10—60c).

Red Phipps (Briggs.) Florets not so large as Phipps and not so many open, but earlier than Phipps. Color a glowing red. Splendid spike, good placement. Buds and blossoms attached to spike just right for packing and long distance shipping. Sure to become valuable commercially and also be highly prized by fans. (L. 12c; 10—\$1.00) (M. 2—15c; 10—60c) (S. 2—10c; 10—40c).
(Bulblets withdrawn for propagation.)

Rideau (Palmer.) Smoky salmon shade. Large. (L. 20c; 10—\$1.60) (M. 10c; 10—80c) (S. 2—15c; 10—60c).

1910 Rose (Kunderd.) An extra early rose colored Glad of good size. (L. 2—12c; 10—50c) (M. 10—25c).

Royal Lavender (Schleider.) Deep lavender. A charming shade of lavender. (L. 2—14c; 10—60c).

Ruffled Gold (G.) Tall yellow. (L. 2—15c; 10—66c) (M. 10 36c).

Salbach's Orchid (Salbach.) Similar to Minuet but pink—the shade of a Cattleya orchid. (L. 12c; 10—\$1.00) (M. 2—15c; 10—60c).

Salbach's Pink (Salbach.) Large geranium-pink. (L. 10c; 10—80c) (M. 2—12c; 10—50c).

Scarlet Wonder (Cowee.) Immense brilliant red. (L. 2—12c; 10—50c) (M. 10—25c).

Schubert (Pfitzer.) Lovely creamy yellow with scarlet blotches. Unusual color in Glads. (L. 50c; 10—\$4.00) (M. 30c; 10—\$2.40).

Senorita (Salbach.) Orange-salmon. (L. 2—12c; 10—50c) (M. 10—30c).

Solveig (P.) Large ruffled white. Increases so slowly that prices remain high. (L. \$6.00) (M. \$4.00) (S. \$2.00) (No Blts.).

Spirit of St. Louis (M.) Early orange-saffron. (L. 2—12c; 10—50c).

Spray of Gold (Palmer.) Deep clear yellow. Waved petals. (L. 10c; 10—80c) (M. 2—12c; 10—50c).

Star of Bethlehem (Pf.) New pure white similar to Maid of Orleans, but still larger. Looks to me like a winner. (L. Each, \$1.00).

Stuttgardia (Pf.) Large brilliant red, no blotches. (L. 10c; 10—80c) (M. 2—10c; 10—40c).

Sultan (Crow.) Large, velvety, rosy-red, ruffled. Many open. Fine. (L. 25c; 10—\$2.00).

Sunshine Girl (Stevens.) Clear pink with lovely yellow throat. Very beautiful. (L. 2—15c; 10—60c) (M. 2—10c; 10—40c) (S. 10—25c).

Tip Top (Pf.) Another new red from Europe. Claimed by introducers to grow over 6 feet high. Have not grown this enough yet to back up all the strong points claimed for it. (L. Each, \$1.25). (M.—80c).

Veilchenblau (Pf.) Blue-violet, good size, good color, good spike. (L. 2—10c; 10—40c) (M. 10—25c).

Wasaga (Palmer.) Buff Prim grand with wide open waved blooms, winning seedling in its class at National Glad Show, 1931. Color decidedly and delightfully different. (L. Each, 40c) (M. 25c).

Winged Victory (Briggs.) Very large pink. (L. 10c; 10—80c) (M. 10—40c).

Wolfgang Von Goethe (Pf.) Salmon-red. (L. 30c; 10—\$2.40).

Wurtembergia (Pf.) Very large red with white throat. One of Pfitzer's best. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

Yellow Perfection (Pf.) Large yellow. Good spike. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00).

Gladiolus Collections

\$3.30 Labeled Collection "A"

All Large Bulbs.

- | | |
|--------------------|---------------------|
| 2 Aflame | 4 Coronado |
| 2 Aida | 4 Coryphee |
| 4 Apricot Glow | 3 Golden Dream |
| 5 Ave Maria | 3 Mammoth White |
| 2 Bagdad | 3 Marmora |
| 4 Berty Snow | 3 Morocco |
| 2 Chas. Dickens | 3 Mother Machree |
| 2 Dr. Moody | 2 Picardy |
| 1 Betty Brown Eyes | 4 Orange Wonder |
| 4 Betty Co-Ed | 6 Our Selection |
| 3 Betty Nuthall | 4 Pfitzer's Triumph |
| 3 Comm. Koehl | 6 Sunshine Girl |

All the above, each labeled, \$3.30, prepaid.

\$2.20 Labeled Col. "AA"

Same kinds and same number of bulbs as in Collection "A", but bulbs **Medium**. All for \$2.20, prepaid.

\$5.00 Labeled Collection "B"

All Large Bulbs.

- | | |
|--------------------|--------------------|
| 3 Albatross | 2 Graf Zeppelin |
| 2 Amador | 5 Janet |
| 4 Ave Maria | 1 King Arthur |
| 4 Berty Snow | 3 J. Van Tets |
| 1 Bill Sowden | 2 Linalee |
| 1 Betty Brown Eyes | 2 Maid of Orleans |
| 5 Betty Co-Ed | 3 Miss Greeley |
| 3 Betty Nuthall | 3 Mother Machree |
| 2 Blue Danube | 2 Rameses |
| 3 Blue Triumphator | 3 Red Phipps |
| 4 Coronado | 2 Salbach's Pink |
| 3 Damascus | 2 Salbach's Orchid |
| 2 Early Dawn | 3 Stuttgartia |
| 3 Fata Morgana | 1 Wasaga |
| 4 Giant Nymph | 3 Winged Victory |
| 2 Gold Mine | 2 Wurtembergia |

All the above, each labeled, \$5.00, prepaid.

\$3.80 Labeled Col. "BB"

Same kinds and same number of bulbs as in Collection "B", but bulbs **Medium**. All for \$3.80, prepaid.

\$8.00 Labeled Collection "C"

All Large Bulbs.

- | | |
|--------------------|--------------------|
| 2 Amador | 1 King Arthur |
| 2 Bagdad | 3 La Paloma |
| 2 Betty Brown Eyes | 2 Libelle |
| 6 Betty Co-Ed | 3 Loyalty |
| 2 Bill Sowden | 2 Maid of Orleans |
| 4 Blue Danube | 1 Mildred Louise |
| 3 Blue Triumphator | 2 Miss Des Moines |
| 1 Chas. Lindbergh | 6 Miss Greeley |
| 3 Damascus | 6 Our Selection |
| 1 Duna | 2 Picardy |
| 2 Early Dawn | 2 Rameses |
| 3 Early Sunrise | 4 Red Phipps |
| 2 Fata Morgana | 2 Rideau |
| 3 Gold Mine | 1 Schwaben Girl |
| 1 Inspiration | 2 Salbach's Orchid |
| 2 Graf Zeppelin | 1 Stately Lavender |
| 3 J. Van Tets | 1 Wasaga |
| 4 Janet | 2 Wurtembergia |

All the above, each labeled, for \$8.00, prepaid.

\$5.50 Labeled Col. "CC"

Same kinds and same number of bulbs as in Collection "C", but bulbs **Medium**. All for \$5.50, prepaid.

\$15.00 Labeled Col. "D"

All Large Bulbs.

- | | |
|------------------|---------------------|
| 1 Acadia | 1 Marjorie Morrell |
| 1 Amador | 1 Mildred Louise |
| 4 Bagdad | 5 Miss Greeley |
| 1 Beat All | 1 Mrs. R. Chase |
| 5 Betty Co-Ed | 1 Pelegrina |
| 2 Champlain | 2 Picardy |
| 1 Coronation | 3 Rameses |
| 2 Debonaire | 1 Rapture |
| 1 Dr. Durr | 5 Red Phipps |
| 3 Duna | 1 Rideau |
| 1 Early Dawn | 1 Salbach's Orchid |
| 1 Gate of Heaven | 1 Solveig |
| 1 Golden Cup | 1 Star of Bethlehem |
| 2 King Arthur | 1 Tip Top |
| 3 Libelle | 1 Wasaga |
| 1 Linalee | 3 Wurtembergia |
| 1 L. Beethoven | |

All of the above, each labeled, for \$15.00, prepaid.

Australian Glad

"Our Selection"

Australian Glad that wins first honors in its own country, and has caught the fancy of American fans and florists.

Very unusual type, color and markings. So many open at once that several spikes make a bouquet.

Blooms well arranged on strong spike.

Color and markings vary a good bit, but always interesting.

Lower Prices. Never before has this popular Glad been offered at such low prices as now.



LONG'S

WHOLESALE GLADIOLUS PRICE LIST

See List Other Side This Sheet

Certain varieties and sizes of Gladiolus bulbs, also bulblets, I have in large quantities, so can offer them at special Wholesale prices, as listed on this BLUE sheet.

These prices are f. o. b. Boulder, instead of prepaid. The prices in main catalogue are prepaid to you.

Wholesale prices are for actual count. Of course, I'm likely to forget and slip in some extras anyhow, but the BLUE sheet offers do not carry the promise of "Long's long count."

I Recommend Shipments by Express Except for short distances, and small packages, express is often cheaper than parcel post. A special second class rate applies to bulbs shipped by express. If by express, you pay express when package arrives.

But if you prefer parcel post shipment, then the postage will be collected when parcel is delivered. The postage is C. O. D. No accounts kept of postage.

When ordering from list on this BLUE sheet, please say F. O. B. Boulder.

Now if you order part from the YELLOW pages in catalogue and part from the BLUE sheet, you can do this, if you care to: Let all come by express; you pay express on Glads ordered from YELLOW pages as well as from BLUE sheet.

Then to MORE THAN OFFSET THE EXTRA EXPRESS, on prepaid items, I'll send you extra stock of the kinds ordered at prepaid prices. I'll be liberal. This applies to orders that total at least \$3.00.

"Lick the Thrips." Spray with ROTOTOX

My 10 cent booklet, "Glad Gossip," goes into details telling how to "Lick the Thrips." Treating the bulbs before planting is very important.

But we must spray the plants also. The usual Paris Green or Arsenate of Lead with Brown Sugar formula is good, but not altogether efficient or satisfactory.

After going into the matter thoroughly with growers who have been in the thickest of the fight for several years, and "licked the thrips" to a standstill, I've concluded that there is a better solution to the spraying problem, especially for smaller growers who do not have at their command a high pressure (preferably motor-driven) sprayer, that does a thorough job of keeping the solution agitated all the time, and develops such high pressure as to make a fine misty spray.

There are two drawbacks to Paris Green or Arsenate of Lead solution in anything but a very powerful sprayer. One is that this solution must be kept thoroughly agitated, otherwise strength is uneven and some plants are likely to be burned. The other is that the spray is often not fine and forceful enough from a small sprayer.

What then shall we use? The answer appears to be a thoroughly tested preparation called ROTOTOX.

Rototox is a double-action, death-dealing preparation. Unlike Paris Green or Arsenate of Lead, it is death-dealing to garden pests only, and not to humans or animals.

Rototox is a combined contact and stomach poison. If thrips are out in the open, they are killed right now, when you spray with Rototox. "It slays when it sprays." If they are in hiding, their finish is assured when they come out and feast on Rototox sticking on the plants.

Moreover, Rototox is one of the very best sprays for other plants in your garden. It does not injure or discolor the buds or blossoms. It is one of the best all round sprays, safe, and easy to use. Does not need to be agitated, will not burn plants.

Rototox is not expensive. This on account of its concentrated form. You do not pay for a lot of water. You add water yourself when ready to spray.

Directions are included in your package of Rototox, but here is an idea of the cost of spraying with Rototox when diluted, ready for use. Rototox may be used as thin as one part Rototox to 500 parts water, but for thrips, a combination of 1 part Rototox to 200 parts water is recommended for best results.

Based on the quart price of Rototox, this 1-200 strength would cost you 6c a gallon for the mixture ready to use. At the gallon price of Rototox, the 1-200 strength would cost only 5c a gallon, ready to use. Mixed 1-300 or thinner, would cost still less.

Since the larger quantities cost less in proportion, and in view of the fact that Rototox does not deteriorate on your hands, it is economy to buy by the quart or gallon, rather than smaller lots, unless you have a very small garden.

Rototox is sold direct by the distributors, at the following prepaid prices: 1 ounce 35c; 8 ounces \$1.00; 1 pint \$1.75; 1 quart \$3.00; 1 gallon \$10.00; 5 gallons \$45.00.

Simply send your order with remittance direct to the Rototox Company, 81 West Yale Street, East Williston, New York, and your package of Rototox with instructions for its many uses will be sent parcel post prepaid.

Order your ROTOTOX plenty far in advance so you can get the jump on the thrips, and not let them gang up on you awaiting the arrival of this ammunition.

THE J. D. LONG SEED COMPANY

BOULDER, COLORADO

Gladiolus Wholesale Prices F. O. B. Boulder

25 or more bulbs at the 100 rate. Pint bulblets at quart rate. If sold out size ordered, will send size smaller, adding more bulbs to make up difference in price, UNLESS YOU REQUEST OTHERWISE. (NO ITEM LESS THAN 15c.) All bulbs plainly labeled.

| Bulb prices per 100 | Size 1 1½ In. Up | Size 2 1¼-1½ Inches | Size 3 1-1¼ Inches | Size 4 ¾-1 Inches | Size 5 ½-¾ Inches | Blbs. Per Quart |
|---------------------------|------------------------|---------------------------|--------------------------|-------------------------|-------------------------|-----------------------|
| AFLAME | \$ 2.20 | \$ 1.80 | \$ 1.50 | \$ 1.20 | | |
| AIDA | 2.40 | 2.00 | 1.60 | 1.20 | | |
| ALBATROSS | 5.00 | 4.00 | 3.60 | 3.00 | | |
| AMADOR | 12.00 | 10.00 | 8.00 | 6.00 | \$ 4.80 | |
| APRICOT GLOW | 1.80 | 1.40 | 1.20 | 1.00 | | \$ 1.60 |
| AVE MARIA | 2.40 | 2.00 | 1.60 | 1.20 | | 5.00 |
| BAGDAD | 8.00 | 6.00 | 4.00 | 3.20 | 2.40 | 10.00 |
| BERTY SNOW | 2.00 | 1.60 | 1.40 | 1.20 | | 3.60 |
| BETTY CO-ED | 6.00 | 4.00 | 3.00 | 2.00 | 1.60 | |
| BETTY NUTHALL | 2.00 | 1.60 | 1.20 | .80 | .70 | 2.40 |
| BILL SOWDEN | 9.00 | 7.00 | 6.00 | 5.00 | 4.00 | 20.00 |
| BLUE DANUBE | 6.00 | 5.00 | 4.00 | 3.20 | | 10.00 |
| BLUE TRIUMPHATOR | 9.00 | 7.00 | 5.00 | 4.00 | | 15.00 |
| CHAS. DICKENS | 2.00 | 1.60 | 1.40 | 1.20 | | 4.00 |
| COMMANDER KOEHL | 4.40 | 3.40 | 2.60 | 2.00 | | |
| CORONADO | 3.60 | 2.40 | 2.00 | 1.60 | | |
| CORYPHEE | 3.60 | 2.40 | 2.00 | 1.60 | | |
| DR. BENNETT | 2.40 | 2.00 | 1.60 | 1.20 | | |
| DR. MOODY | 2.40 | 2.00 | 1.60 | 1.20 | | |
| EARLY SUNRISE | 3.60 | 3.00 | 2.40 | 2.00 | | |
| EARLY DAWN | 24.00 | 20.00 | 12.00 | 8.00 | 7.00 | |
| FATA MORGANA | 6.00 | 4.80 | 3.60 | 3.00 | | |
| GIANT NYMPH | 2.00 | 1.60 | 1.20 | 1.00 | | 2.40 |
| GLORIANA | 2.00 | 1.60 | 1.20 | 1.00 | | 2.00 |
| GOLDEN DREAM | 2.00 | 1.60 | 1.00 | .80 | | |
| GOLD MINE | 8.00 | 6.00 | 5.00 | 4.40 | | 20.00 |
| GRAF ZEPPELIN | 6.00 | 4.80 | 3.60 | 3.00 | | |
| JANE ADDAMS | 3.60 | 2.80 | 2.40 | 2.00 | | |
| JANET | 4.00 | 3.00 | 2.40 | 2.00 | | 5.00 |
| JOERG'S WHITE | 2.80 | 2.40 | 2.00 | 1.60 | | 3.00 |
| J. VAN TETS | 10.00 | 8.00 | 6.60 | | | |
| LA PALOMA | 4.00 | 3.00 | 2.40 | 1.80 | | |
| LIBELLE | 12.00 | 10.00 | | | | |
| LOYALTY | 3.60 | 3.00 | 2.40 | 2.00 | | 5.00 |
| LUDWIG BEETHOVEN | 12.00 | 10.00 | | | | |
| MAID OF ORLEANS | 9.00 | 7.00 | 6.00 | 5.00 | | |
| MAMMOTH WHITE | 4.00 | 3.20 | 2.80 | 2.40 | | |
| MARMORA | 2.40 | 2.00 | 1.60 | 1.20 | | |
| MINUET | 2.60 | 2.20 | 1.80 | 1.40 | | |
| MISS DES MOINES | 6.40 | 5.00 | 4.00 | | | |
| MISS GREELEY | 6.40 | 4.80 | 3.60 | 2.40 | 2.00 | |
| MOROCCO | 2.60 | 2.00 | 1.60 | 1.20 | | 3.00 |
| MOTHER MACHREE | 4.00 | 2.60 | 2.00 | 1.80 | | 5.00 |
| MRS. DOUGLAS | 2.20 | 1.80 | 1.40 | 1.00 | | |
| MRS. KONYNENBURG | 2.00 | 1.60 | 1.20 | 1.00 | | 3.00 |
| MRS. W. A. SISSON | 2.20 | 1.60 | 1.20 | 1.00 | | 2.40 |
| MR. W. H. PHIPPS | 2.00 | 1.60 | 1.20 | 1.00 | | 2.40 |
| ORANGE WONDER | 2.40 | 2.00 | 1.60 | 1.20 | | 4.00 |
| OUR SELECTION | 2.60 | 2.00 | 1.60 | 1.20 | | 4.00 |
| PATRICIA CARTER | 2.80 | 2.20 | 1.80 | | | |
| PFITZER'S TRIUMPH | 2.00 | 1.60 | 1.20 | 1.00 | | |
| PICARDY | 6.60 | 4.40 | 3.60 | 2.20 | 1.40 | 6.00 |
| RAMESES | 12.00 | 9.00 | 7.00 | 5.00 | 4.00 | 20.00 |
| RED PHIPPS | 6.40 | 4.80 | 3.60 | 2.40 | 2.00 | |
| RIDEAU | 12.00 | 10.00 | 7.00 | 5.00 | 4.00 | 25.00 |
| SALBACH'S ORCHID | 8.00 | 6.00 | | | | |
| SOUVENIR | 2.00 | 1.60 | 1.20 | 1.00 | .80 | 1.60 |
| SPIRIT OF ST. LOUIS | 2.00 | 1.60 | 1.20 | 1.00 | | |
| STUTTGARDIA | 5.00 | 4.00 | 3.20 | 2.80 | | 8.00 |
| SUNSHINE GIRL | 3.00 | 2.40 | 2.00 | 1.60 | 1.20 | 5.00 |
| VEILCHENBLAU | 2.40 | 2.00 | 1.60 | 1.40 | 1.20 | 3.60 |
| WINGED VICTORY | 4.00 | 3.00 | 2.00 | 1.80 | | 4.00 |
| YELLOW PERFECTION | 12.00 | 10.00 | 8.00 | 7.00 | | |
| EXHIBITION MIXED | 2.40 | 1.80 | 1.20 | 1.00 | .80 | 3.00 |

THE J. D. LONG SEED COMPANY

Amount Enclosed

P. O. Box. _____ *R. D. No.* _____ *Box.* _____

Date

Postoffice
193

State _____ Express Office. _____

[illegible]

**Use other side of this Order
Blank for additional items**

Carry this amount to next page

TOTAL

ORDER BLANK—Continued

[illegible]

SHALL WE SUBSTITUTE? If cannot supply kind ordered, shall we send another, subject to your approval? Your answer_____

DOES YOUR NEIGHBOR WANT A CATALOG?

Please give name and address here:

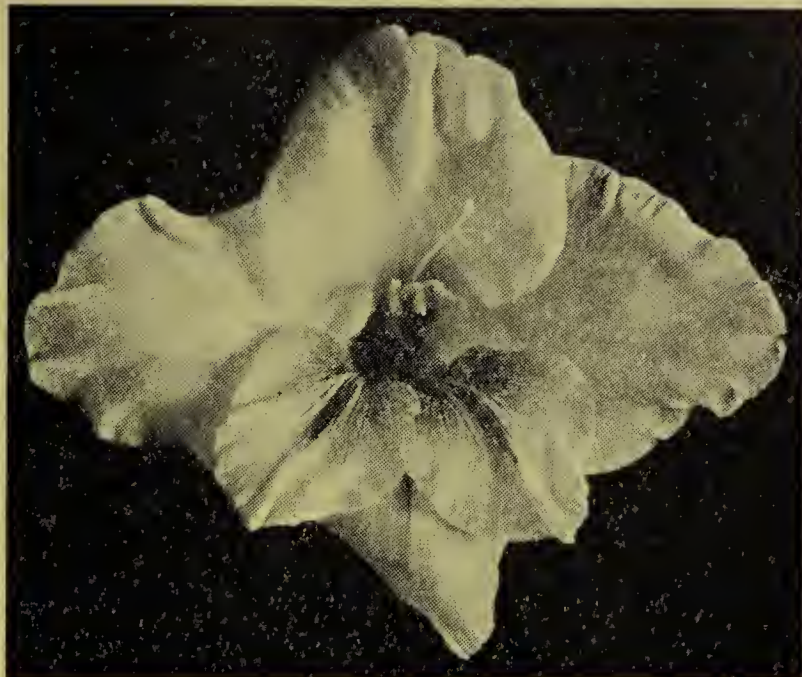
Exhibition Mixed Glads

Every order for this is made up from splendid named varieties in a good range of types and colors. My selections of kinds. None labeled in mixtures.

Large Bulbs 10 for 60c; 100 for \$3.60

Medium 10 for 30c; 100 for \$2.00

Small 25 for 30c; 100 for \$1.00



Favorite Gladiolus "Coronado."

Demonstration Collection

The bulbs in these "Demonstration Collections" will run various sizes from one inch up, depending on what size I have in stock. Every bulb good blooming size.

15 bulbs, all different varieties, my selection, each kind labeled. One Collection, \$1.25. Two Collections for \$2.20. All prepaid.

Cafeteria or "Help Yourself" Collections

Here's your opportunity to make up your own collection of Glad Bulbs at special prices. But only by complying strictly with the terms of my offer.

FIRST. Not more than one of any item in any one collection.

SECOND. Items must be taken as listed. Don't split any.

THIRD. Smallest collection must amount to 8 items for \$3.00.

The two letters, **HY**, and the number following, designate or identify the item on that line. The number of bulbs and size follow the name of the Glad.

PRICES FOR "HELP YOURSELF" COLLECTIONS. (Any 8 Items for \$3.00.) (Any 15 Items for \$5.00.) (Any 32 Items for \$10.00) (Any 50 Items for \$15.00.) **ALL PREPAID.**

{ All Bulbs
Plainly Labeled }

HY 1 Aflame, 10 No. 2
HY 2 Aflame, 12 No. 3
HY 3 Aida, 10 No. 2
HY 7 Amador, 1 No. 1
HY 8 Amador, 2 No. 2
HY 9 Amador, 3 No. 3
HY 10 Amador, 4 No. 4
HY 11 Amador, 5 No. 5
HY 12 Ave Maria, 15 No. 2
HY 15 Apricot Glow, 11 No. 1
HY 16 Apricot Glow, 17 No. 2
HY 17 Apricot Glow, 23 No. 3
HY 18 Apricot Glow, 31 No. 4
HY 19 Bagdad, 5 No. 2
HY 23 Berty Snow, 10 No. 1
HY 24 Berty Snow, 12 No. 2
HY 26 Betty B. Eyes, 5 No. 1
HY 29 Betty Co-Ed, 6 No. 1
HY 30 Betty Co-Ed, 8 No. 2
HY 31 Betty Co-Ed, 12 No. 3
HY 32 Betty Co-Ed, 16 No. 4
HY 33 Betty Co-Ed, 22 No. 5
HY 34 Blue Danube, 4 No. 1
HY 35 Blue Danube, 5 No. 2
HY 36 Blue Danube, 8 No. 3
HY 37 Blue Danube, 11 No. 4
HY 39 B. Tri'phator, 3 No. 1
HY 40 B. Tri'phator, 5 No. 2
HY 41 B. Tri'phator, 7 No. 3
HY 42 Chas. Dickens, 10 No. 1
HY 43 Chas. Dickens, 14 No. 2
HY 44 Chas. Dickens, 20 No. 3
HY 45 Com. Koehl, 8 No. 2
HY 46 Com. Koehl, 12 No. 3
HY 47 Com. Koehl, 17 No. 4
HY 48 Coronado, 7 No. 1
HY 49 Coronado, 10 No. 2
HY 52 Coryphee, 11 No. 2

HY 53 Coryphee, 16 No. 3
HY 55 Damascus, 7 No. 2
HY 57 Dr. Moody, 7 No. 1
HY 59 Dr. Shook, 7 No. 1
HY 61 Duna, 1 No. 1
HY 63 Early Dawn, 2 No. 3
HY 64 Early Dawn, 3 No. 4
HY 65 Early Dawn, 5 No. 5
HY 66 F. Morgana, 4 No. 1
HY 67 F. Morgana, 6 No. 2
HY 72 Giant Nymph, 12 No. 2
HY 73 Giant Nymph, 16 No. 3
HY 74 Giant Nymph, 20 No. 4
HY 75 Gloriana, 12 No. 2
HY 76 Gloriana, 16 No. 3
HY 77 Gold Mine, 4 No. 1
HY 78 Gold Mine, 6 No. 2
HY 81 Graf Zeppelin, 6 No. 2
HY 82 Graf Zeppelin, 8 No. 3
HY 86 Janet, 5 No. 1
HY 87 Janet, 8 No. 2
HY 88 Janet, 11 No. 3
HY 89 Janet, 14 No. 4
HY 90 J. Van Tets, 3 No. 1
HY 92 Joerg's White, 9 No. 2
HY 93 Joerg's White, 12 No. 3
HY 99 Libelle, 3 No. 2
HY 101 M. of Orleans, 3 No. 1
HY 102 M. of Orleans, 4 No. 2
HY 104 Mam. White, 7 No. 1
HY 107 Mildred Louise, 1 No. 2
HY 109 Marmora, 9 No. 2
HY 112 Miss Des. M., 5 No. 1
HY 114 Miss Greeley, 5 No. 2
HY 115 Miss Greeley, 7 No. 3
HY 116 Miss Greeley, 9 No. 4
HY 117 Morocco, 6 No. 1
HY 120 M. Machree, 8 No. 1

HY 121 M. Machree, 10 No. 2
HY 123 Mrs. Sisson, 8 No. 1
HY 124 Mrs. Sisson, 11 No. 2
HY 126 Mrs. Chase, 1 No. 1
HY 127 Mrs. Chase, 2 No. 2
HY 128 Mr. Phipps, 12 No. 2
HY 129 Mr. Phipps, 17 No. 3
HY 130 Orange Won., 8 No. 1
HY 131 Orange Won., 10 No. 2
HY 134 Our Selection, 12 No. 2
HY 135 Our Selection, 20 No. 4
HY 137 Pf. Triumph, 8 No. 1
HY 138 Pf. Triumph, 11 No. 2
HY 139 Pf. Triumph, 15 No. 3
HY 141 Picardy, 12 No. 4
HY 142 Picardy, 17 No. 5
HY 143 Picardy, 25 No. 6
HY 144 Rameses, 3 No. 1
HY 145 Rameses, 4 No. 2
HY 146 Rameses, 5 No. 3
HY 147 Rameses, 6 No. 4
HY 148 Red Phipps, 3 No. 1
HY 149 Red Phipps, 4 No. 2
HY 150 Red Phipps, 6 No. 3
HY 151 Red Phipps, 8 No. 4
HY 153 Salb'h's Orchid, 3 No. 1
HY 159 Souvenir, 14 No. 2
HY 160 Souvenir, 19 No. 3
HY 163 Stuttgardia, 5 No. 2
HY 165 Sunshine Girl, 7 No. 1
HY 166 Sunshine Girl, 10 No. 2
HY 167 Sunshine Girl, 14 No. 3
HY 171 Winged Vic., 5 No. 1
HY 172 Winged Vic., 7 No. 2
HY 173 Winged Vic., 9 No. 3
HY 175 Wurtembergia, 3 No. 2

Long's Long Season Assortments Prepaid

For several years I have made the following "LONG SEASON" offer, not specifying exact sizes or quantities of bulbs, for \$1.00.

Believe it or not, the offer went over in a big way. And everybody happy, so far as I know.

Am repeating the very words of the offer, as you will read in quotes below.

Only one difficulty. A few customers didn't get the idea straight about each dollar lot being for ONE VARIETY only. Some read too hastily and thought they were to get the whole works for \$1.00. Read the offer twice if in doubt as to what it means. Here it is:

"Each Assortment will be of one variety but the bulbs will be mixed sizes, from about 1/2 inch up to 1 1/2 or so. The idea is that different size bulbs bloom at different times. So by planting the assorted sizes you get a LONG SEASON OF BLOOM of a variety from the one planting.

"Here's where I check up on myself. I'm going to offer these \$1.00 assortments, giving you only the names of the varieties. I'll send you plenty of bulbs to give you a good big \$1.00 worth of any variety below. But I'm not taking space to specify the number of bulbs. You'll find that out when you open your package. I'm sorta curious to know how many of you are willing to take a 'Long chance.'

"Here are the varieties. Each assortment is one variety only, the bulbs are mixed sizes and the price for a single assortment is \$1.00. Super-special offers at the bottom of page."

| | |
|-----------------|------------------|
| AFLAME | GRAF ZEPPELIN |
| AMADOR | JANET |
| APRICOT GLOW | LA PALOMA |
| AVE MARIA | L. BEETHOVEN |
| BAGDAD | MAMMOTH WHITE |
| BERTY SNOW | MARMORA |
| BETTY CO-ED | MISS GREELEY |
| BETTY NUTHALL | MOROCCO |
| BILL SOWDEN | MOTHER MACHREE |
| BLUE DANUBE | M. KONYNENBURG |
| B. TRIUMPHATOR | MRS. SISSON |
| CHARLES DICKENS | MR. W. H. PHIPPS |
| COM. KOEHL | ORANGE WONDER |
| CORONADO | OUR SELECTION |
| CORYPHEE | PF. TRIUMPH |
| DAMASCUS | PICARDY |
| EARLY DAWN | RAMESES |
| FATA MORGANA | RED PHIPPS |
| GIANT NYMPH | RIDEAU |
| GLORIANA | SUNSHINE GIRL |
| GOLDEN DREAM | WINGED VICTORY |
| GOLD MINE | |

Only the varieties listed above can be supplied in Long Season Assortments.

Super Specials Any 5 Assortments for \$4.60. Any 10 for \$8.80.

Second Choice, Please

Sooner or later, some kinds and sizes of Glad bulbs will be sold out. Saves a lot of time and correspondence if you will kindly name a few varieties that we may send in case sold out any on your order. Or say if we may send another size. Or, if you wish, say we may send something good, our own selection, from kinds we have yet in good supply. For this help, we will slip you a few extra bulbs as our thanks.

Bulblets per Pkt., 100, 1000

The number of bulblets in a packet is based on the 100 or 1000 price for that variety. Real good value always. The larger the order the more liberal the overcount.

| | Per Pkt. | Per 100 | Per 1000 |
|-------------------|----------|---------|----------|
| Aflame | \$.15 | ... | \$ 1.60 |
| Apricot Glow | .15 | ... | .60 |
| Ave Maria | .15 | \$.15 | 1.20 |
| Bagdad | .25 | .40 | 3.00 |
| Berty Snow | .15 | ... | 1.00 |
| Betty Nuthall | .15 | ... | .80 |
| Bill Sowden | .25 | 1.00 | 8.00 |
| Blue Danube | .25 | .50 | 4.00 |
| Blue Triumphator | .30 | .60 | 5.00 |
| Chas. Dickens | .15 | ... | 1.00 |
| Commander Koehl | .20 | .30 | 2.80 |
| Damascus | .20 | .60 | 5.00 |
| Early Dawn | .50 | 2.50 | 20.00 |
| Giant Nymph | .15 | ... | .80 |
| Gloriana | .15 | ... | .80 |
| Gold Mine | .30 | 1.00 | 8.00 |
| Janet | .15 | .25 | 2.40 |
| Joerg's White | .15 | .20 | 1.60 |
| King Arthur | .25 | 2.50 | 20.00 |
| Libelle | .30 | 1.00 | 8.00 |
| Loyalty | .15 | .20 | 1.80 |
| Ludwig Beethoven | .25 | .70 | 6.00 |
| Morocco | .15 | ... | 1.00 |
| Mother Machree | .15 | .25 | 2.00 |
| Mrs. Konynenburg | .15 | ... | .80 |
| Mrs. P. W. Sisson | .15 | ... | .80 |
| Mr. W. H. Phipps | .15 | ... | .80 |
| Nancy Hanks | .15 | ... | .80 |
| Orange Wonder | .15 | ... | 1.00 |
| Our Selection | .15 | ... | 1.40 |
| Picardy | .25 | .25 | 2.00 |
| Rameses | .30 | .80 | 7.00 |
| Rideau | .25 | 1.00 | 8.00 |
| Senorita | .15 | ... | 1.00 |
| Souvenir | .15 | ... | .80 |
| Sunshine Girl | .20 | .25 | 2.00 |
| Veilchenblau | .15 | ... | 1.20 |
| Wasaga | .25 | 2.00 | ... |
| Winged Victory | .15 | .20 | 1.60 |
| Exhibition Mixed | .15 | ... | 1.00 |

They "Ran the Wrong Way"



Remember the football player who ran the wrong way? That's what a lot of my Commander Koehl bulbs did again last season. Many are as high in proportion to diameter as the tall boy shown here. Thus a lot of my Koehl bulbs in Nos. 2 to 5 would be a size larger if they had spread out instead of "running the other way." Tough on me, but you get more weight in these peppy bulbs. And what a Glad!

Super Wired Wood Labels

Took me YEARS to locate the real good grade of copper wired wood label of good size and "Super-Smooth." You need them for labeling cloth bags. Very useful in garden also. Will supply you these labels at: 100 for 40c; 200 for 75c; 500 for \$1.50; 1,000 for \$2.90, prepaid.

That Large Early Pink Glad—Miss Greeley

Beautiful Greeley, Colorado, has a live Chamber of Commerce and Garden Club. Cooperating, they sought a new, unnamed Gladiolus of real merit to be named for their city.



Miss Greeley

Naturally, they turned to me to find such a Glad. And, naturally, I turned to the Briggs Floral Company in California. I knew Mrs. Briggs could fill this order if anyone could. Luck was with me. The Briggs folks made me a proposition, based on my buying the entire stock. This was too much for the Greeley flower lovers to take over. So I took a "Long" chance, bought the stock, sold the Greeley Garden Club what they needed, and planted the rest.

Miss Greeley has already become internationally famous. So much like one of its parents, W. H. Phipps, but so early that it is usually done blooming before Phipps begins. In fact, Miss Greeley bulbs nearly ready to dig before Phipps done blooming.

What makes Miss Greeley especially valuable is that florists accept it as Phipps, and are tickled the color of Miss Greeley to get it several weeks before Phipps shows color.

Mr. P. J. Pentecost, "The Phipps King" of Indiana, is enthusiastic about both Miss Greeley and Red Phipps. Can't get enough of these to supply his cut flower trade in large cities. (I'm indebted to friend Pentecost for this illustration of Miss Greeley.)

Another Indiana Glad fan says Miss Greeley bloomed in 69 days for him, and spikes were fine, while from way out the other direction in Oregon comes this report from Everett Earle Stanard, well known writer on garden subjects:

"Miss Greeley as good as last season. From large bulbs the spikes are immense and lovely as well. I exhibited several mammoth spikes at Albany, Oregon, and they excited universal admiration. Bulbs planted in March began to bloom early June. Some in full bloom June 8. (How's that for early?) And the spikes were 4 feet 3 inches tall, with 10 big florets open at once."

Red Phipps—A Winner

A Phipps seedling, originated by Mrs. Elizabeth Briggs. Much earlier than Phipps.

The blossoms have that charming sheen found in the original Mr. W. H. Phipps Glad.

Spikes long, straight and strong, but no excess baggage. Flower heads run more uniform than Phipps. Few, if any, stubby spikes.

Placement of florets splendid. Facing equally good. Florets set close to spike. No lippy, floppy habits. Ideally built spike and buds for packing and shipping.

Color, a pleasing, glowing bright red. Maybe according to Ridgeway this does not describe it, but the effect is **RED** that **IS** red.

Plenty blossoms open, but not so many at a time as Phipps.

Mr. Coit O. Colburn, noted authority on Glads, says in Flower Grower magazine, Feb., 1935: "The red that gave me the most satisfaction is Red Phipps (Briggs). I like its softness of color, the way it faces on the spike, its glowing warmth, the way it opens 8-9 in perfect condition, the way it lasts as a cut flower. In short, I like it very much."

Red Phipps wins many prizes at leading shows. At the Century of Progress show in Horticultural Hall, under the auspices of the Illinois Gladiolus Society, 1933, Red Phipps won first place in the three spike class, first in single spike class, and the three spikes were awarded the Century of Progress medal as the best three spikes at the show.

Still more. At the combined Show of the American Gladiolus Society, the Indiana Gladiolus Society and the Michigan Show at La Porte, Indiana, 1933, Red Phipps received first place in the three spike class and first in the single spike, recent introductions.

At the Ohio State Show at Akron, 1933, Red Phipps again won first in the red three spike class.

At Chicago, 1934 show, Red Phipps again won first in its class.



"Mildred Louise"



Mildred Louise

Listed for first time last season, but has been winning many blue ribbons and medals at the big shows for several years.

I was on the judging team at the Metropolitan Gladiolus Society's show held in Grand Central Palace, New York City, two years ago, and voted for Mildred Louise as the best seedling in its class.

Originator's description: "Prevailing color is a pure, deep salmon (strawberry) pink, self on upper petals with lower petals tipped strawberry pink, blending to pinard yellow in the throat, with faint spectrum pencilings on midrib, quite deep in the throat, anthers delphinium blue. (Ridgeway color chart.)

"The stem is strong and flexible but not clubby or heavy. The beautiful triangular shaped florets open wide and measure 5½ inches or more across without distortion. There are 18 to 22 buds on each spike. Florets lie close to stem, though there is no crowding or open space between florets.

"The petals are firm and of good substance, making a bloom of unusual value as a cut flower. Foliage of a deep, blue-green color. Spikes uniformly straight. Stems rarely branch. Excellent propagator. An EXHIBITION gladiolus that is DECORATIVE, yet a good SHIPPER, therefore especially good as a COMMERCIAL FLOWER. Average blooming days, 76. Has bloomed for us in 70 days."

"Check and double check." I've grown Mildred Louise. Saw bed of it on World's Fair grounds. Feasted my eyes on the prize winning display at La Porte. Inspected it in the Wentworth Gardens. Find originator's description not only true but conservative.—J. D.

MILDRED LOUISE PREPAID PRICES

| Per | No. 1 | No. 2 | No. 3 | No. 4 | No. 5 |
|------------|--------|--------|--------|--------|--------|
| Each | \$.40 | \$.35 | \$.30 | \$.25 | \$.20 |
| 10 | 3.20 | 2.80 | 2.40 | 2.00 | 1.60 |

Bulblets. 2 for 10c; 10 for 50c. (Mildred Louise stock scarce.)

"Betty Co-Ed"

The Glad with "That School-Girl Complexion"

"Betty Co-Ed" is that charming decorative Glad I introduced to you just a year ago.

Since then many enthusiastic reports have confirmed my belief that "Betty" would captivate the hearts of all Glad lovers who appreciate graceful form and dainty colors in Glads.

"Betty Co-ed," though in the decorative class, is not small. Neither is it large. Many blossoms measure 4 inches or so, others somewhat smaller.

The spike is taller than usually found in the decoratives. Not inclined to crook in hot weather as much as many varieties, but usually some gracefully curved spikes, which work in just right for vase and basket displays.

The color is light cream-pink, with deeper creamy throat, a combination highly prized among Glad fans and florists.

Betty is pleasing in the garden, but shows off best when brought indoors and placed in a vase or basket all by herself. Betty doesn't need any other Glad to help put over her act.

The point is, that instead of planting just a bulb or two of "Betty Co-Ed" you should plant this by the tens or hundreds—the more the merrier. To get a real eyeful of this lovely colored Glad, you should see it in masses, both in garden and as a cut flower.

Betty's specialty is bouquets, in vases, baskets, and sprays. Used alone or with suitable green, Betty is a dream.

Very Special Offer

Seeing is believing. Therefore I'm making prices for "Betty Co-Ed" bulbs so reasonable that all can plant liberally.

That's not all. Here is an offer so unusual and liberal that you may have to read it several times to get the real idea.

You order Betty Co-Ed bulbs at any of the prices below, depending on size, quantity and whether prepaid or not prepaid.

Then if you will take a picture (snapshot will do) of Betty Co-Ed in garden, vase, basket or spray, and send me a print, you may take credit on your next season's Glad order for just half the amount you paid for Betty Co-Ed bulbs this season. **Provided**, your order next season totals at least twice the amount to be deducted as this credit. For example, if your Betty Co-Ed order this season amounts to \$2.00, you may deduct \$1.00 next season from any Glad order (your choice of all varieties I list next season) amounting to \$2.00 or over. Clear enough. Fair enough. (This offer does not include Betty Co-Ed bought this season in Collections or Assortments.) Here are the Betty Co-Ed prices:

BETTY CO-ED BULBS, PREPAID

| | No. 1 | No. 2 | No. 3 | No. 4 | No. 5 |
|-------------|--------|--------|--------|--------|--------|
| Per Each... | 12c | 10c | 2—15c | 2—12c | 2—10c |
| Ten | \$1.00 | \$0.80 | \$0.60 | \$0.50 | \$0.40 |
| 100 | 8.00 | 6.00 | 5.00 | 4.00 | 3.00 |

BETTY CO-ED, F. O. B. BOULDER

| | No. 1 | No. 2 | No. 3 | No. 4 | No. 5 |
|-----------|--------|--------|--------|--------|--------|
| Ten | \$0.80 | \$0.60 | \$0.40 | \$0.30 | \$0.20 |
| 100 | 6.00 | 4.00 | 3.00 | 2.00 | 1.60 |

SPECIAL \$1.00 "CO-ED" ASSORTMENT

All these bulbs should bloom, and supply many blossoms for weeks.

(1 No. 1) (4 No. 2) (8 No. 3) (12 No. 4) (15 No. 5). All for \$1.00 prepaid.

"SMALL SPECIAL": 25 No. 5 Co-Ed bulbs for only 30c, prepaid. These bulbs will bloom, but spikes and blooms smaller.

Palmer's Pink Picardy at Practically Painless Prices

What a Glad! Originated by Mr. E. F. Palmer in Canada.

First shown in U. S. A. four years ago. Talk about a sensation! I first saw it at the National Glad Show in Des Moines, Iowa.

Since then Picardy has been on the tongue of every Glad fan. Many bought even at the high prices. Others have been saving up their pennies to invest in Picardy as soon as price is within reach.

That price has arrived, 'way ahead of schedule, for reasons I shall explain. Picardy increases amazingly fast. This accounts for prices coming down so rapidly. That's the explanation in a coupla nutshells.

"On your right you will see" a snapshot of Picardy, taken right out in the garden by one of my Minnesota customers. That's "Only the beginning—only the beginning." You can't imagine the lovely coloring and the giant size of the blossoms.

Color, soft shrimp pink, without flecking. Blotch of light flesh pink. Though gigantic in size, Picardy is anything but coarse. You just fall in love with it at sight.

Spike of Picardy grown from a "Long" bulb No. 2 size by W. W. Kurtz, Grand Rapids, Minn. The charming miss is Jane, daughter of Mr. and Mrs. Kurtz. Another snapshot of the same spike taken next day showed 10 big blooms, none wilted. Yes, "What a Glad!"

Picardy Bulbs, Prepaid

(5 at 10 rate, 25 at 100 rate)

| Per | No.1 | No.2 | No.3 | No.4 | No.5 | No.6 |
|-----------|-------|-------|-------|-------|-------|-------|
| Each ... | \$.12 | \$.10 | | | | |
| Ten | 1.00 | .80 | \$.60 | \$.40 | \$.25 | \$.18 |
| 100 | 8.00 | 6.00 | 4.00 | 3.00 | 2.00 | 1.40 |

PICARDY BULBLETS, PREPAID

| Per | 100 | 1000 |
|---------------------------|-------|---------|
| Jumbo or Extra Large..... | \$.60 | \$ 5.00 |
| Mixed Sizes..... | .30 | 2.50 |

Picardy, F. O. B. Boulder

(25 at 100 rate, 250 at 1000 rate)

| Per | No.1 | No.2 | No.3 | No.4 | No.5 | No.6 |
|----------|---------|---------|---------|---------|---------|--------|
| 100..... | \$ 6.60 | \$ 4.40 | \$ 3.60 | \$ 2.20 | \$ 1.40 | \$1.00 |
| 1000.... | 54.00 | 36.00 | 24.00 | 16.00 | 11.00 | 9.00 |

Picardy Specials and Super Special

As I predicted last fall, large bulbs of Picardy sold out early. Again I predict that large Picardy bulbs are likely to be scarce before spring.

But you don't need the largest sizes of Picardy to produce wonderful spikes. A No. 3 bulb will usually make a grand spike, while No. 4's also do splendidly. The Nos. 5 and 6 should bloom, but of course will make smaller spikes. They make swell bulbs for next year, and many bulblets.

So here you are—Picardy Specials, mostly in the medium and smaller sizes. Easy on your pocketbook.

\$1.00 Picardy Special

(1 No. 2) (7 No. 3) (18 No. 4) (10 No. 5). These 35 Picardy bulbs \$1.00, prepaid.

\$2.00 Picardy Special

(4 No. 2) (10 No. 3) (30 No. 4) (25 No. 5) (20 No. 6) (100 bulblets). All for \$2.00, prepaid.

Larger Lots. Write for prices on larger lots of Picardy bulbs and bulblets, f. o. b. Boulder, giving definite list of sizes and quantities of each wanted. Any size, or assorted sizes.



\$3.00 Picardy Special

(16 No. 2) (10 No. 3) (30 No. 4) (30 No. 5) (20 No. 6) (200 bulblets). All for \$3.00, prepaid.

\$5.00 Picardy Special

(20 No. 2) (15 No. 3) (50 No. 4) (50 No. 5) (50 No. 6) (500 bulblets). All for \$5.00, prepaid.

\$10.00 Super Special

(60 No. 2) (60 No. 3) (170 No. 4) (180 No. 5) (220 No. 6) (1,000 bulblets). All Picardy. All for \$10.00, prepaid.

NOTE—The bulblets in Collections will be mixed sizes—not jumbos, but good average sizes, the smallest screened out, leaving none but the kind that should grow and thrive splendidly.

Mr. T. Girvan Writes from Bridgeport, Conn., Aug. 29, '34: "Wow, what a Glad! My Picardy from No. 2 bulb bought of "JD" had 10 giant blooms out and 12 more to come. Glad fans here were amazed."

Rare Gladiolus Bulbs and Bulblets Priced Prepaid

In selecting from the following list, you may figure 3 or more bulbs at the 10 rate. ALL PLAINLY LABELED.

If you wish to pay the express or parcel post, go ahead and make out your order at these prepaid prices, then I'll add extras of kinds ordered to more than cover carrying charges.

| Variety | Per | No. 1 | No. 2 | No. 3 | No. 4 | No. 5 | No. 6 | Bulblets |
|------------------------|---------|-------|--------|-------|-------|-------|-------|------------|
| ACADIA | Each \$ | .30 | \$.25 | | | | | |
| AMADOR | Each | .30 | .25 | .20 | .15 | .12 | .10 | 10.. .25 |
| | Ten | 2.40 | 2.00 | 1.60 | 1.20 | .96 | .80 | 100.. 2.00 |
| BEAT ALL | Each | .30 | .25 | .20 | .15 | | | |
| | Ten | 2.40 | 2.00 | 1.60 | 1.20 | | | |
| BAGDAD | Each | .15 | .12 | .10 | | | | 50.. .25 |
| | Ten | 1.20 | 1.00 | .80 | .60 | .40 | | 100.. .40 |
| CHAMPLAIN | Each | 2.00 | 1.75 | 1.50 | 1.25 | 1.00 | .80 | 1.. .40 |
| CHAS. LINDBERGH | Each | .25 | .20 | .15 | .12 | .10 | | |
| | Ten | 2.00 | 1.60 | 1.20 | 1.00 | .80 | | |
| CORONATION | Each | .50 | .40 | | | | | 8.. .25 |
| DEBONAIRE | Each | .50 | .40 | .30 | .25 | | | 8.. .25 |
| | Ten | 4.00 | 3.20 | 2.40 | 2.00 | | | 100.. 2.50 |
| DR. DURR | Each | .35 | .30 | .25 | .20 | .15 | | 25.. .40 |
| DUNA | Each | .50 | .40 | .30 | .25 | .20 | | 8.. .25 |
| EARLY DAWN | Each | .50 | .40 | .30 | .25 | .20 | .15 | 8.. .25 |
| | Ten | 4.00 | 3.20 | 2.40 | 2.00 | 1.60 | 1.20 | 100.. 2.50 |
| ERICA MORINI | Each | .50 | .40 | .30 | | | | |
| | Ten | 4.00 | 3.20 | 2.40 | | | | |
| GATE OF HEAVEN | Each | .50 | .40 | .35 | .30 | | | 5.. .25 |
| GOLDEN CUP | Each | .40 | .35 | .30 | .25 | | | 4.. .25 |
| HERCULES | Each | 1.00 | .80 | | | | | |
| INSPIRATION | Each | .30 | .25 | .20 | .15 | | | |
| KING ARTHUR | Each | .30 | .25 | .20 | .15 | .12 | | 10.. .25 |
| LIBELLE | Each | .25 | .20 | .15 | | | | 25.. .30 |
| | Ten | 2.00 | 1.60 | 1.20 | | | | 100.. 1.00 |
| MAID OF ORLEANS | Each | .18 | .15 | .12 | .10 | | | |
| | Ten | 1.50 | 1.20 | 1.00 | .80 | | | |
| MISS GREELEY | Each | .15 | .12 | .10 | | | | |
| | Ten | 1.20 | 1.00 | .80 | .60 | .40 | | |
| MOORISH KING | Each | .40 | .30 | .25 | | | | |
| | Ten | 3.20 | 2.40 | 2.00 | 1.60 | | | |
| PELEGRINA | Each | .25 | .20 | .15 | .12 | .10 | | |
| | Ten | 2.00 | 1.60 | 1.20 | 1.00 | .80 | | |
| PIRATE | Each | .20 | .15 | .10 | | | | |
| | Ten | 1.60 | 1.20 | .80 | | | | |
| RAMESES | Each | .25 | .20 | .15 | .10 | | | 25.. .25 |
| | Ten | 2.00 | 1.60 | 1.20 | .80 | .60 | .50 | 100.. .80 |
| RAPTURE | Each | .25 | .20 | .15 | .10 | | | 20.. .25 |
| | Ten | 2.00 | 1.60 | 1.20 | .80 | .60 | | 100.. 1.00 |
| RED PHIPPS | Each | .15 | .12 | .10 | | | | |
| | Ten | 1.20 | 1.00 | .80 | .60 | .40 | .30 | |
| RIDEAU | Each | .25 | .20 | .15 | .10 | | | 20.. .25 |
| | Ten | 2.00 | 1.60 | 1.20 | .80 | .60 | .40 | 100.. 1.00 |
| SALBACH'S ORCHID | Each | .15 | .12 | .10 | | | | |
| | Ten | 1.20 | 1.00 | .80 | .50 | .40 | | |
| SOLVEIG | Each | 7.00 | 6.00 | 5.00 | 4.00 | 3.00 | 2.00 | |
| STAR BETHELEM | Each | 1.25 | 1.00 | | | | | |
| TIP TOP | Each | 1.50 | 1.25 | 1.00 | .80 | | | |
| WASAGA | Each | .40 | .30 | .25 | .20 | .18 | .15 | 10.. .25 |
| WURTEMBERGIA | Each | .18 | .15 | .12 | .10 | | | 35.. .25 |
| | Ten | 1.50 | 1.20 | 1.00 | .80 | | | 100.. .60 |

Glad Gossip. More About Thrips, Etc.

The fifth edition of my 24-page booklet, "GLAD GOSSIP," has been of great value to all Glad growers who have read it and acted on the many suggestions I give in that small but powerful booklet.

I've covered all the essential points not only in Glad growing but in caring for the bulbs, storing, treating them before planting, to avoid damage from Gladiolus thrips, now about the only serious pest this flower has.

But thrips can be controlled. Many growers

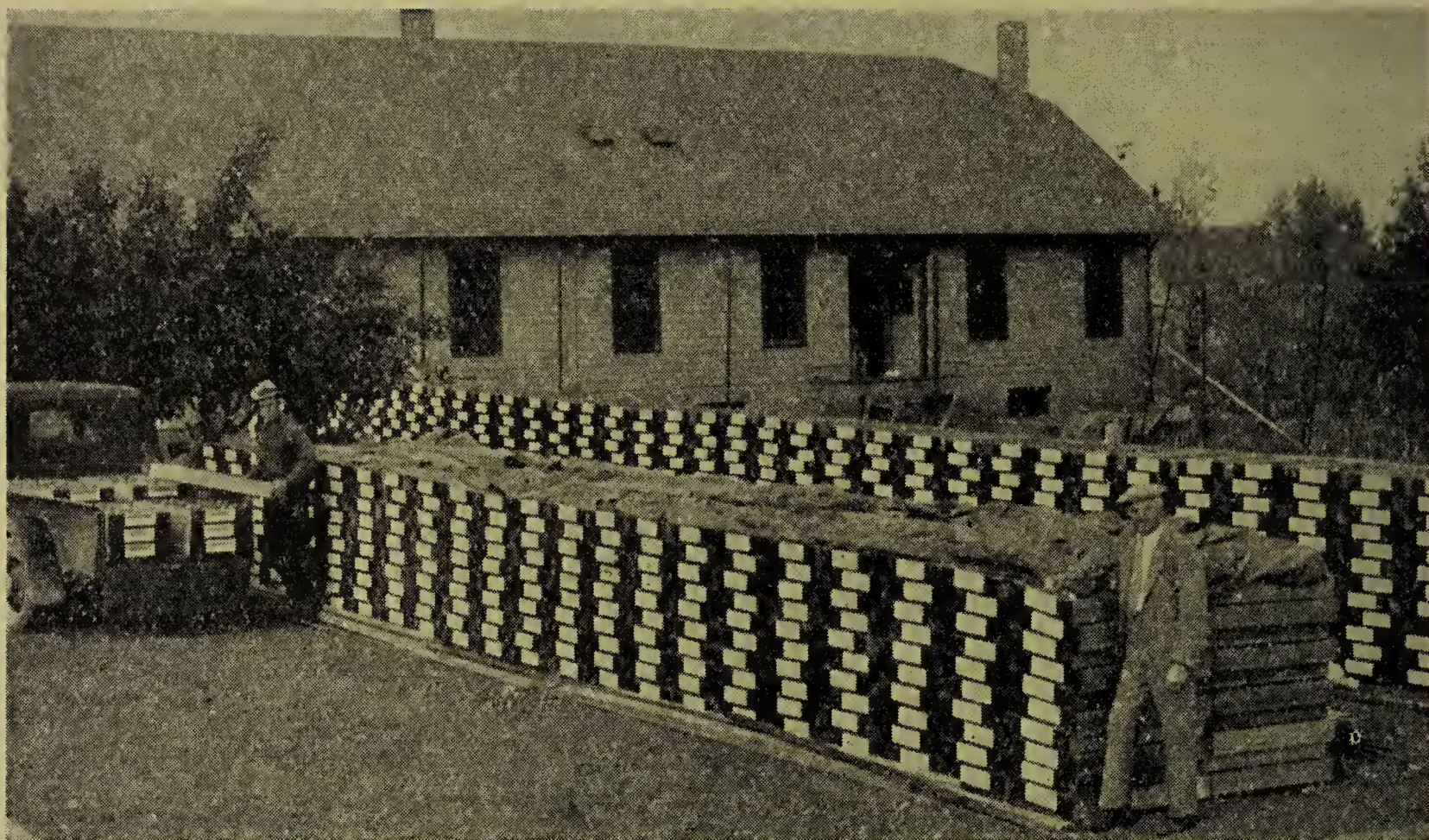
have proven this and have pointed the way. I've gathered up their experiences and sorted out the main things to do, and not do, telling these important points in Glad Gossip. Price 10 cents, or free with a Glad order of \$1.00 or more.

It's all too common for Glad growers to wait till the pests arrive, rather than take measures to prevent their coming. That may spell disaster. Use your head. Look ahead. Plan ahead. Keep ahead of thrips and other "varmints" that have designs on your Glads.

Larger Lots of Gladiolus Bulbs at Prepaid Prices

25 or more bulbs at the 100 rate. 500 bulblets at the 1000 rate. If sold out of size ordered, will send size smaller, adding more bulbs to make up the difference in price UNLESS YOU REQUEST OTHERWISE. No item less than 15c. All plainly labeled.

| Bulb Prices Per 100 | | Size 1 1½ In. Up | Size 2 1¼-1½ Inches | Size 3 1-1¼ Inches | Size 4 ¾-1 Inches | Size 5 ½-¾ Inches | Blts. Per 1000 |
|------------------------------|---------|------------------------|---------------------------|--------------------------|-------------------------|-------------------------|----------------------|
| AFLAME | \$ 4.00 | \$ 3.00 | \$ 2.40 | \$ 2.00 | | \$ 1.60 | |
| AIDA | 4.00 | 3.00 | 2.40 | 2.00 | | | |
| ALBATROSS | 6.00 | 5.00 | 4.00 | 3.40 | | | |
| AMADOR | 19.20 | 16.00 | 12.80 | 9.60 | \$ 7.60 | | |
| APRICOT GLOW | 3.00 | 2.00 | 1.60 | 1.20 | .80 | .70 | |
| AVE MARIA..... | 4.00 | 3.00 | 2.00 | 1.60 | | 1.40 | |
| BAGDAD | 10.00 | 8.00 | 6.00 | 4.80 | 3.60 | 3.00 | |
| BERTY SNOW..... | 3.60 | 2.80 | 2.20 | 1.80 | | 1.00 | |
| BETTY CO-ED..... | 8.00 | 6.00 | 5.00 | 4.00 | 3.00 | | |
| BETTY NUTHALL..... | 4.00 | 3.00 | 2.00 | 1.60 | 1.20 | .80 | |
| BILL SOWDEN..... | 12.00 | 8.00 | 6.00 | 5.00 | 4.00 | 8.00 | |
| BLUE DANUBE | 10.00 | 8.00 | 6.00 | 5.00 | 4.00 | 4.00 | |
| BLUE TRIUMPHATOR | 12.00 | 9.00 | 7.00 | 6.00 | | 5.00 | |
| CHARLES DICKENS..... | 3.80 | 2.60 | 2.00 | 1.40 | | 1.00 | |
| COMMANDER KOEHL..... | 6.00 | 4.80 | 3.60 | 2.80 | | 3.00 | |
| CORONADO | 5.00 | 4.00 | 3.00 | 2.00 | | | |
| CORYPHEE | 5.00 | 4.00 | 3.00 | 2.00 | | | |
| DR. BENNETT | 4.00 | 3.00 | 2.00 | 1.60 | | | |
| DR. MOODY..... | 4.00 | 3.00 | 2.00 | 1.60 | | | |
| DR. NELSON SHOOK..... | 3.60 | 2.80 | | | | | |
| EARLY SUNRISE..... | 5.00 | 4.00 | 3.00 | 2.40 | | | |
| EARLY DAWN | 32.00 | 24.00 | 20.00 | 12.00 | 10.00 | 20.00 | |
| FATA MORGANA..... | 8.00 | 6.00 | 5.00 | 4.00 | | | |
| GIANT NYMPH | 4.00 | 3.00 | 2.40 | 1.80 | | .80 | |
| GLORIANA | 3.60 | 2.80 | 2.20 | 1.60 | | .80 | |
| GOLDEN DREAM | 4.00 | 2.80 | 1.80 | 1.20 | | | |
| GOLD MINE..... | 10.00 | 8.00 | 6.00 | 5.00 | | 8.00 | |
| GRAF ZEPPELIN..... | 8.00 | 6.00 | 5.00 | 4.00 | | | |
| JANE ADDAMS..... | 5.00 | 4.00 | 3.00 | 2.40 | | | |
| JANET | 6.00 | 4.00 | 3.60 | 2.80 | 2.40 | 2.40 | |
| JOERG'S WHITE..... | 4.00 | 3.00 | 2.00 | 1.60 | | 1.60 | |
| J. VAN TETS..... | 12.00 | 10.00 | 8.00 | | | | |
| LA PALOMA | 6.00 | 4.00 | 3.00 | 2.40 | | | |
| LIBELLE | 16.00 | 12.00 | | | | 8.00 | |
| LOYALTY | 5.00 | 4.00 | 3.00 | 2.40 | | 1.80 | |
| LUDWIG BEETHOVEN..... | 16.00 | 12.00 | | | | 6.00 | |
| MAID OF ORLEANS..... | 12.00 | 9.00 | 7.20 | 6.40 | | | |
| MAMMOTH WHITE | 6.00 | 4.00 | 3.20 | 2.80 | | | |
| MARMORA | 4.00 | 3.00 | 2.00 | 1.60 | | | |
| MINUET | 4.00 | 3.00 | 2.00 | 1.60 | | | |
| MISS DES MOINES..... | 8.00 | 6.00 | | | | | |
| MISS GREELEY..... | 9.60 | 8.00 | 6.40 | 4.80 | 3.20 | | |
| MOROCCO | 4.00 | 3.00 | 2.40 | 2.00 | | 1.00 | |
| MOTHER MACHREE | 6.00 | 4.00 | 3.00 | 2.40 | | 2.00 | |
| MRS. KONYNENBURG | 3.80 | 3.00 | 2.00 | 1.40 | | .80 | |
| MRS. W. A. SISSON..... | 4.00 | 3.00 | 2.40 | 1.80 | | .80 | |
| MR. W. H. PHIPPS..... | 4.00 | 3.00 | 2.40 | 1.60 | | .80 | |
| ORANGE WONDER..... | 4.00 | 3.00 | 2.00 | 1.60 | | 1.00 | |
| OUR SELECTION..... | 4.00 | 3.00 | 2.40 | 1.80 | | 1.40 | |
| PATRICIA CARTER..... | 5.00 | 4.00 | 3.00 | 2.40 | | | |
| PFITZER'S TRIUMPH..... | 4.00 | 3.00 | 2.40 | 1.60 | | | |
| RAMESES | 16.00 | 12.00 | 8.00 | 6.00 | 5.00 | 7.00 | |
| RED PHIPPS..... | 9.60 | 8.00 | 6.40 | 4.80 | 3.20 | | |
| RIDEAU | 16.00 | 12.00 | 8.00 | 6.00 | 5.00 | 8.00 | |
| SALBACH'S ORCHID..... | 10.00 | 8.00 | | 4.00 | | | |
| SCARLET WONDER..... | 5.00 | 4.00 | 3.00 | 2.00 | | | |
| SOUVENIR (Early Yellow)..... | 3.60 | 2.80 | 2.00 | 1.60 | | .80 | |
| SPIRIT OF ST. LOUIS..... | 4.00 | 3.00 | 2.40 | 1.80 | | | |
| STUTTGARDIA | 7.00 | 5.00 | | | | | |
| SUNSHINE GIRL..... | 5.00 | 4.00 | 3.20 | 2.80 | 2.40 | 2.00 | |
| VEILCHENBLAU | 3.20 | 2.80 | 2.00 | 1.40 | | 1.20 | |
| WINGED VICTORY..... | 7.00 | 5.00 | 4.00 | 3.00 | | 1.60 | |
| YELLOW PERFECTION..... | 16.00 | 12.00 | 10.00 | | | | |
| EXHIBITION MIXED..... | 4.00 | 3.20 | 2.80 | 1.60 | 1.20 | 1.00 | |



Here Are the Answers to Some of Your Questions

Many customers have asked me how I handle my *Gladiolus* bulbs—how I cure them so they look so nice and clean. One customer referred to the Glad bulbs I sent him as “platinum blondes.” Of course, we all fall down at times, therefore not ALL my bulbs are as blonde and buxom as might be desired.

In the first place, I treat all my bulbs before planting with corrosive sublimate or Calogreen or both. This goes a long ways to insure freedom from disease in the new crop.

My soil varies all the way from quite sandy to very heavy stiff soil. But I can usually produce bright clean bulbs no matter in what soil they are grown.

The secret is largely in curing. And this is when Colorado’s dry air and super sunshine are let in on the secret. During the Glad digging and curing season rains are almost unknown. Occasionally at the very end of the season we may get a snowstorm, but the snow soon disappears.

My trays are hauled to the fields and distributed at convenient places for filling them by the digging crew. During the day the truck comes along, gathers up the trays, hauls them to the space near the bulb house shown in this picture. I used to haul the bulbs in from field in bags, then empty into trays, but that way bruised the bulbs.

Here the trays are stacked 10 high in long rows with a few inches of space between trays for free circulation of air.

Look closely and you will see heavy waterproof duck blankets folded and lying on top of each stack of trays. During the day these blankets protect the top bulbs from strong sunshine. At night the blankets are pulled down so as to cover the sides and ends of the trays completely, giving full protection from the frosts and even quite cold weather. I have many of these 12 by 16-foot blankets, so if necessary we can put 2 to 4 thicknesses over the trays at night.

No screening or grading is done until the bulbs have cured quite a bit, and the outer surface of the bulbs has become somewhat hardened.

My trays, and racks in which these trays easily slide, are standardized. No matter where we want to put a tray, it always fits the rack.

The trays are 20 inches wide and 36 inches long and nearly 4 inches deep. Each tray has galvanized wire screen bottom—the ordinary

screen used for windows and doors. In making these trays all sides and ends are cut exactly alike, the sides 36 inches and the ends 18 inches long.

We use 12-penny cement-coated nails for nailing this frame together. The screen wire is drawn tight and tacked all around the bottom of the frame with double pointed tacks, driven with an automatic tacking machine. Then a smooth strip $\frac{3}{4}$ inch thick and $1\frac{1}{4}$ inch wide is nailed with finishing nails (sunk) clear around the bottom of the tray over the wire. Another strip is run lengthwise through the middle of the tray, under the screen wire. The two strips running lengthwise at the outer edges of the tray serve as runners for sliding in the racks.

To make the trays still more rigid and lasting, a block $1\frac{1}{4}$ inch square and as high as the sides of the tray is nailed to each corner with 5-penny cement-coated nails.

The racks are constructed so the trays slide freely, and have several inches of space between trays.

All Glad growers know the danger of marking the name of a variety on one end of a tray and finding a different name on the other end if the tray has been used before and care not taken to erase the name used the previous season. I avoid this hazard 100 per cent by painting one end only of every tray—any color will do, but I paint mine black. We never write on the tray itself, but on heavy cardboard, as in this picture. The card is tacked on the painted end, never on the unpainted end; cards renewed as needed.

This is just one of the precautions I take to avoid errors and mixtures.

In the background is the bulb house, which has racks that hold 2,104 of these trays. Similar racks are in the basement of our store. The store racks hold 680 trays. Most Glad orders are filled from the racks at the store, though large orders may be put up in part or altogether from the bulb house. **The store trays are replenished from the bulb house.**

The bulb house has much additional storage space, for Dahlias, etc., not occupied by racks for Glad bulbs. The end to the right holds 3 cars. Another garage a little farther to the right, but not shown in this picture, holds two more cars. We can drive a truck load of bulbs right into the bulb house and transfer them from truck to racks.

Irises For Spring Delivery

For Spring delivery I can offer only a limited number of the 100 splendid varieties listed in my last fall catalogue. Please do not order any Iris this spring except kinds listed on this page. BUT NEXT SUMMER AND FALL I shall again offer the cream of up-to-date Irises. Be sure to drop me a line asking to be put on my **SPECIAL SUMMER** mailing list to receive new prices on new crop, ready to ship about July 1st. (Summer and Fall best time to set out Irises.) Prices are for usual Iris divisions, and prepaid. No shipments Iris outside U. S. A.

Named Varieties Plainly Labeled

| | | |
|---------------------------|---|--------|
| Ambassadeur | S, bronzy violet. F, rich velvety red-purple. Looks like a \$1.00 Iris.... | \$0.15 |
| Anna Farr | White, bordered blue | .15 |
| Antares | S, soft cream. F, white dotted blue..... | .25 |
| Arcturus | S, light yellow. F, dahlia purple | .20 |
| Argos | S, blue-mauve. F, reddish, shading to blue..... | .35 |
| Asia | A silvery lavender and violet blend, flushed gold..... | .20 |
| Black Prince | S, intense violet. F, black-purple ... | .15 |
| Bourem | S, Bordeaux red, F, violet, shaded garnet-red..... | .35 |
| Brandywine | S and F, pale blue | .15 |
| Bruno | S, bronze, tinted lavender. F, velvety wine-purple. Large. | .20 |
| Candlelight | Both standards and falls light pinkish lavender, illuminated a golden glow.... | .25 |
| Cardinal | S, lavender-rose. F, dark red-purple | .25 |
| Conquistador | Lavender-violet. Tall, large..... | .25 |
| Doxa | S, creamy blend. F, cream, flushed mauve, chestnut..... | .35 |
| Dr. Chas. Mayo | Lovely lavender-pink | .35 |
| Dream | Beautiful lilac-pink. Dependable and pleasing..... | .15 |
| Duke of Bedford | S, deep violet. F, violet-purple, velvety and brilliant. A Dominion seedling that rates well with many newer high priced kinds..... | .15 |
| Elizabeth Egelberg | S, pink and lavender blend, with gold throat and beard. F, lustrous mauve, shaded pink..... | .50 |
| Folkwang | S, light rose-pink. F, deep rose carmine..... | .25 |
| Fra Angelico | S, light bronze-gold. F, same, overlaid blue | .25 |
| Glowing Embers | S, tan, flushed violet. F, glowing red..... | .25 |



"That's Me—JD," in my Iris

| | | |
|--------------------------------|--|--------|
| Gold Imperial | Solid chrome yellow self..... | \$0.20 |
| Kansas | S, Chinese violet, shaded lilac. F, light purple..... | .25 |
| Kochii | Very early purple self | .15 |
| La Neige | Pure white French, unlike others. Fine..... | .15 |
| Lent A. Williamson | S, lavender-violet. F, violet-purple..... | .15 |
| Lord of June | S, lavender. F, violet-blue. Large.... | .15 |
| Morning Splendor | S, petunia violet. F, crimson or wine color. Large..... | .25 |
| Mother of Pearl | Pearly lavender | .15 |
| Ophelia | A blend of warm orange, cream, mauve, bronze..... | .35 |
| Oriflamme | S, light blue. F, deep violet. Edges waved.. | .15 |
| Pallida Dalmatica | Light blue | .15 |
| Refulgence | An exceedingly rich flower of gigantic size, on tall erect stems and a prodigious bloomer. S, light violet blue, with bronze shadings; F, deep velvety violet purple. Beautifully veined throat..... | .50 |
| San Francisco | Both standards and falls white, edged lavender. Tall stems, branching low and wide like a candelabra, carry these very large and beautiful blooms. Winner of Dykes Medal..... | .60 |
| San Gabriel | Early pink-lavender | .25 |
| Santa Barbara | Violet blue self, large and fine... | .25 |
| Souv. de Mme. Gaudichau | Deep velvety violet. Extra good..... | .20 |
| Susan Bliss | Nice rose-pink | .25 |
| Sweet Lavender | S, lavender. F, deep rose-lavender. Ruffled. Fragrant..... | .15 |
| White Knight | A pure white of good size..... | .15 |
| Zua | Early lilac-white with crinkled edges. Fragrant. A novelty.... | .25 |

Lucky 13 Iris Mixture 13 GOOD Irises, all different, but none labeled, for \$1.30. Two "Lucky 13" sets for \$2.40, prepaid.

Delightful "Dahlmoor" Dahlias

EXPLANATION: "Dahlmoor" is the name of the home and gardens of W. W. Wilmore, Colorado's internationally known Dahlia specialist and originator of many of the finest Dahlias now in commerce.

Mr. Wilmore and I have been pals for some 25 years. He started me in the Dahlia business and has taught me about all I know regarding this popular flower. Also named one of his Dahlias for me, and one for my daughter Elizabeth, both of which are splendid varieties.

The following descriptions are written by Mr. Wilmore himself. Prices are for strong division from field grown clump. All prepaid.

Dahlmoor Belle (W) Of Decorative type. A vigorous plant with large leathery leaves. Blooms, medium to large on good wiry stems. Color, lavender pink. A fine variety, \$1.50.

Dahlmoor Elizabeth Long (W) A giant plant, producing immense flowers on exceptionally long, erect stems.

Normally the flowers make a diameter of 8-9 inches. By disbudding they will easily make an 11-inch diameter. It is an early and continuous bloomer, in type a pronounced Hybrid Cactus.

The color combines many shadings, running through amber, pink, and bronze, a pleasing combination of autumn tints. Among its other good qualities it has proven an excellent variety for cutting." \$1.00.

Dahlmoor Opalescent (W) A Decorative of perfect form produced on stems medium in length. Growth and habit is excellent. Flowers profusely. Color, a unique shading of crushed strawberry with lavender shading. Flowers large with the broad petals slightly reflex in formation. \$1.00.

Dahlmoor Queen (W) An early and free-blooming variety of Decorative form. Strong, healthy foliage with very long stems holding the flowers erect. Flowers very large, 7-9 inches without disbudding. Color, fawn pink with violet shading, an exceptionally beautiful flower. \$1.50.

Dahlmoor Radiant (W) Radiant is a Decorative form. The plant is of tall growth, reaching to 6-7 feet, well branched, an early and free bloomer. Stems are remarkably long and wiry, holding its blooms above the foliage. Color, rich garnet red without shading or fading in the strong sunlight. Blooms, medium to large in size. \$1.00 each.

Dahlmoor Sunset (W) Hybrid Cactus in type. Blooms very early and continues through the season. Plant is dwarf and of spreading habit. Stems long and erect. Flowers, very large and well formed. Color, rich apricot and bronze, a striking new dahlia. \$1.00.

Dahlmoor Twilight (W) A Decorative form of excellent growth and heavy foliage. Flowers 7-8 inches, on medium length stems. Color not easily described, a shading of opal and fawn pink with a darker shading of violet and old rose. \$1.00 each.

Dahlia Seed **LONG'S SPECIAL MIXTURE.** A good mixture. Pkt. 25c.
LONG'S PROFESSIONAL MIXTURE. Seed saved from only the newer and finer varieties. Pkt. \$1.00.

NOTE. Dahlias from seed come mostly Peony-flowered or Decorative types.

DAHLIA POINTERS: Dahlia tubers should not be set out until nearly May 1st. Be sure to divide the clumps of last year, leaving a portion of the base of stem on each tuber, for it is at this part of the clump that the eyes are located, and each tuber must have an eye to grow. One eye is sufficient. Lay dahlia tubers flat when planting. Cover four or five inches.

TO KEEP DAHLIAS HEALTHY: Watch your plants closely. If the leaves turn brownish, or curl, or if the buds seem to blast, spray the plants well several times with some tobacco solution (Black Leaf 40 very good). Chances are that aphids, lice or tiny red spiders are at work. Dashing plants frequently with water from hose also helps. Don't wait too long—do the pests before they do the plants.

LONG'S Delightful Dahlias for 1935

Five Dahlia Types

My list includes the five main types as to form. **CACTUS** has pointed petals, often the petals rolled or twisted. If petals too broad for Cactus, yet not broad enough for Decorative, then we call this the **HYBRID CACTUS** type. The **DECORATIVE** type has broad, flat petals and many of them. The **PEONY** type is similar to Decorative but has fewer petals, making the blossoms much thinner. The **SHOW** type has quilled petals, making a ball-shaped or nearly ball-shaped blossom.



Decorative Type—"Margaret Wilson"

Superb Named Dahlias

All Dahlias Priced Prepaid

Abraham Lincoln (Hybrid-Cactus) A of bright spectrum red. Flowers large, stems straight and stiff. Early and continuous bloomer. 75c.

Avalon (Dec.) Pure, clear yellow flowers of immense size. Stems long, and so strong that the big blooms are held in ideal position. Fine cutting variety. 40c.

Barbara Redfern (Dec.) A beautiful blending of old rose and old gold. The blooms are large and are held on fine stems over a husky bush. Good size, depth and substance. 50c.

Champagne (Dec.) Golden champagne with chamois shadings. Distinct coloring, unique forms, immense size, strong stems. 40c.

Chas. Stratton (Dec.) Pale gold shaded and tipped rose-red. Immense blossoms. 30c.

Cloudland Gem (Dec.) Cream white, shading to shell pink toward the outer petals. The immense flowers are held erect on long, strong stems. Each 50c.

"Dee-lighted" (Show.) Pure white. Largest of show dahlias. 30c.

Eagle Rock Sunshine (Cactus.) Deep shade of yellow. Very large flowers, held erect on strong, upright stems. 30c.

Edith Beryl (Dec.) Old gold, shaded to bronze. Reverse of petals, jasper pink. The long, twisting petals reflexing to the stem form a bloom of great depth and large size. Fine cutting variety. Each 40c.

Edna Ferber (Hy. Cactus.) Petals curled and twisted forming an extremely full flower. Color glistening coral, shading to old gold at base of petals. 50c.

Eliza Clarke Bull (Dec.) Large, deep white. Good stems. 50c.

Fort Monmouth (Hybrid Cactus.) A mammoth dahlia on long stems. Color, rich maroon red, very attractive. 75c.

Gero's Pink (Show.) Rich pink, beautifully quilled. 30c.

Helen Hollis (Show.) Beautifully quilled type, bright red. 30c.

Jane Cowl (Dec.) A massive decorative with petals curled and twisted. Color, a glistening bronzy buff and old gold. Deeper shade toward center. 40c.

J. D. Long (Dec.) Flowers are always full and well formed. Stems long and rigid, holding the flowers erect. Color, a blending of autumn tints of salmon-pink, amber and bronze. Splendid for cutting. Each 50c.

Jean Hare (Hy. Cactus.) Golden yellow when flower first opens. Turns to gorgeous apricot-buff, the outer rows of petals golden bronze. 30c.

King Midas (Dec.) Beautiful golden yellow flowers borne on long stiff stems. Large, showy flowers of firm substance. 50c.

Jersey's Beacon (Dec.) A decided novelty of Chinese scarlet with a paler reverse, giving a two-toned effect. 30c.

Jersey's Beauty (Dec.) Beautiful pink, excellent stem, fine keeping qualities. 35c.

Kathleen Norris (Dec.) An immense bloom, informal decorative in type, true rose-pink—later deepening to mallow-pink. Full centered flower of great depth. 50c.

Kiwanian (Peony.) Long, wiry, 18-inch stems. Plant strong and tall. Flowers 8 to 9 inches. Disbudded will reach 10 to 12 inches. Color, rich American Beauty red, shading to purple red. 50c.

Liberty Bond (Dec.) Rich apricot. Immense flowers. 30c.

Little Jewel A miniature decorative. Popular as a cut flower. Color, peach blossom pink. 30c.

Margaret Woodrow Wilson

An exhibition dahlia of immense size and wondrous beauty. Color, an opalescent pink. Good grower, early and profuse bloomer. 50c.

May Trower (Dec.) A large, deep and artistic flower, ranging in color from palest gold to a deep golden apricot. Stems, long, stiff and rigid. Fine exhibition or cut flower, of unusual formation with great depth and substance and a rich beautiful blending of colors. 50c.

Monmouth Champion (Dec.) Has brilliant orange-flame blooms borne very freely on strong vigorous plants. Of enormous size. 50c.

Mrs. Alfred B. Seal (Dec.) An outstanding exhibition Seal dahlia. Pure glowing old rose or violet rose. No other dahlia like it. 75c.

Mrs. Carl Salbach (Dec.) Soft lavender-pink. Remarkable stems. Each 30c.

Mrs. Ida De Ver Warner (Dec.) Exquisite soft orchid. Very large. Splendid for cutting. 30c.

Pflagers Victory (Dec.) (Originated by J. W. Pflager.) One of the finest pure white whites to date. Flowers very large and of excellent form. Stems medium. Highly recommended. 75c.

Omar Khayyam (Dec.) Chinese red at the base of petals, shading to a bright orange with paler tips, giving a soft effect. The flowers can easily be grown over 10 inches. They are held erect, well above the foliage. \$1.00.

Ophir (Dec.) A superb decorative. Flowers with full center, on long stems. Color, rich old gold with amber shading. Each 30c.

Pride of Fort Morgan (Dec.) A giant red that is said to be the largest red decorative. "A whale of a dahlia." 40c.

Purpurea Regia (Dec.) Royal purple, with silvery white reverse, giving a two-tone effect. Large blooms, long stems. Originated by Geo. Wm. Veditz. 50c.

Rollo Boy (Hy. Cactus.) Delicate shade of amber, deepening to old gold. The large flowers carried well on long stiff stems. 50c.

Rosa Nell (Dec.) Pure, bright rose. Immense flowers. 40c.

Salbach's White (Dec.) Large white blooms. 50c.

Sanhican's Peach (Dec.) Color the shade of a ripe peach, with a real peach-cheek glow. The charm is enhanced by the oddly twisted and staghorn tips. Something different and outstanding. 50c.

Seal's Californian (Informal Dec.) Beautifully formed flowers of golden yellow at the center (lighter outside) with a suffusion of red-amber on reverse of petals. Tips of petals shaded with bronze and rose pink. 50c.

The Commodore (Dec.) Very large loose petaled lemon yellow, overlaid with golden sheen. \$1.50.

Tom Joy (Dec.) A giant decorative, with strong stems to support the massive blooms. Beautiful blending of autumn shades, bronze and old rose. \$2.00.

Washington City (Cactus.) Very large pure white cactus with star-like flowers. Each 40c.

"William G." (Hybrid Cactus.) Very unusual and lovely. Flowers large, petals narrow, thickly set, and considerably twisted. Color mostly henna or red tones, with suffusion of apricot. Some blooms show more of the apricot than others. The fantastic petals, and coloring, very charming. 50c.

Lost Label Dahlias All good kinds, but labels lost in handling or storing. Or same may be from stocks we have in large supply and labeled. Special price, NONE labeled, our selection of kinds: 4 for \$1.00, 9 for \$2.00, prepaid.

Labeled Dahlia Collection

A nice variety of types and colors, all good and each labeled. These Collections made up partly from varieties listed in this catalogue, partly from varieties of which we have too small supply to list. Our selection of kinds and colors. Regular value not less than \$4.50. Special price: 10 for \$2.00, prepaid.

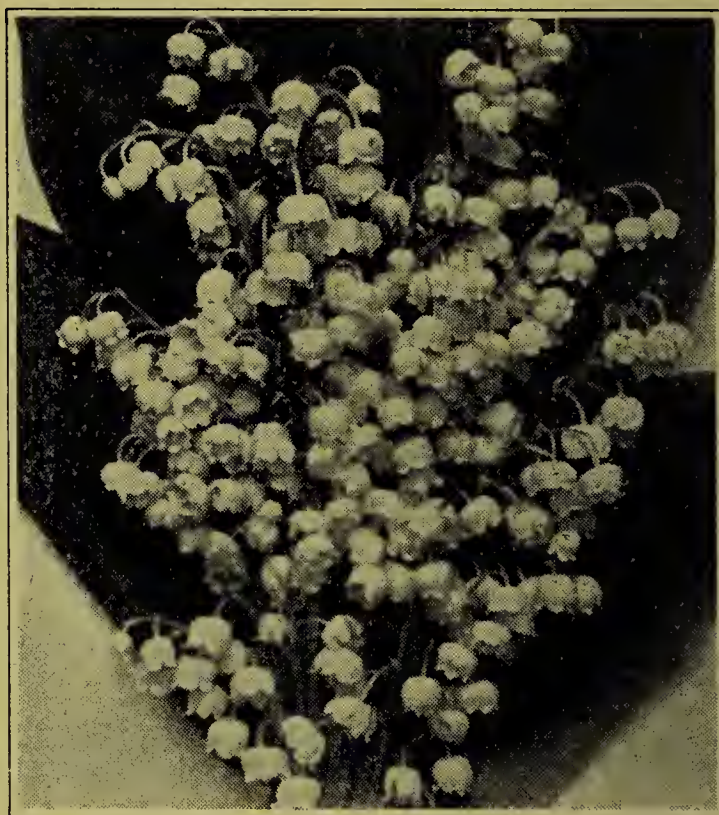
Some Extra Dahlias, Gratis

I have some other splendid Dahlias but not enough of a variety to list in catalogue. With each Dahlia order, amounting to \$1.00 or more at regular prices, not special offers, I'll slip in at least one extra tuber—the larger the Dahlia order the more extras. These may or may not be labeled.

A New Long Slogan

In sending me a mighty fine report on Glad bulbs bought of me, Mr. John B. Craig of Candor, N. Y., said he had just returned from the Glad show and noticed that most varieties that won prizes were those that **I grow and list**. Then he wound up with this clever slogan, "**Stick to Long, you can't go wrong.**" Thanks, John. Funny I never thought of that myself.—JD

From Nebraska: "I couldn't wait until the end of the season to tell you about my Red Phipps. This is truly a wonder glad and I certainly will want much more this fall. Of all the varieties that I have bloomed to this date I believe that Red Phipps attracted more attention than any other in my garden. I have had visitors stand at the row of Red Phipps and admire and admire them. Personally, I like it very much and think that after it is known a little more it will be one of the most popular on the market. Maid of Orleans and J. Van Tets have been wonderful for me in the white class."—E. H.



Lily of the Valley

There's a place in every garden for this charming hardy perennial. Plant any time, but EARLY spring or in fall is best. Try taking up a clump after has been frozen some, late fall or winter, put in pot, take into house to bloom. For prices see page 25. (Am filling Lily of Valley orders liberally this spring, as have a nice lot of it now.)

Darling Dahlias—Cute Little Pompons



Pompon, "Bob White"

Pompons are the show or quilled type. Some blossoms are almost as round as a ball. The charm of these Pompon, Lilliput, Pewee or Midget Dahlias is due to their being small, prim and precise, instead of big, careless and informal.

Pompons measure only 2 inches or less in diameter. Don't enrich the soil for pompons. Work for size of bloom on your mammoth varieties, but keep the Pompons small and "just as sweet as they are."

Pompons "bloom and bloom and bloom." Keep the faded blossoms cut off and watch the new buds form and unfold. Any good healthy plant is good for hundreds of blooms.

Pompons supply a wealth of color in the garden, and are exceedingly useful and pleasing as cut flowers. They are the answer to the question, "Why don't Dahlias last longer in bouquets?" Well, Pompons DO last longer. And such charming bouquets as they make!

I like the Pompons so well that am growing more and more of them, largely to brighten up my gardens, and of course to raise the roots or tubers to supply you who appreciate these cute, colorful elves. Thus I've added to my list of the loveliest of Pompons. "Here they are."

Amber Queen. Rich old gold.

Atom. Fiery red. Very small. Perfect form. Early.

Bob White. Milk white ideal blooms on long stems.

Bronze Papoose. Rich bronze shaded with amber.

Prices: Any of these POMPON dahlias, labeled, at 30c each; 2 for 55c; 6 or more, alike or assorted, your choice, at 25c each.

Darkness. Rich dark red or maroon.

Dee Dee. Pure lavender of perfect form. Dainty.

Geo. Ireland. Lovely lavender. Fine for cutting.

Jessica. Yellow, tipped red. Good stems.

Little Beeswing. Cherry red, shaded amber. Cunning.

Little David. A perfectly formed burnt orange Pom.

Little Dorrit. Maroon-purple.

Little Edith. This is the Pom that attracted so much attention in my gardens last summer. Perfect form. Primrose-yellow, tipped bright carmine.

Pale Face Papoose. Light straw or sulphur yellow.

Pee Wee. Soft yellow to brown.

Rose Wilmoth. Rose pink. Fine form.

Tom Thumb. Garnet red. Very tiny.

White Papoose. Pure white. Good stems.

Yellow Gem. Pure yellow. Best of the yellow Poms.



Mixed Poms

Mixed Poms

Leave it to me to send you a dandy mixture of these best of the Pompons (none labeled) at 5 for \$1.10; 10 for \$2.00, prepaid.

From New Jersey: "I must thank you for the generous way in which you filled my recent Iris order. I was pleased with the quality and size of the rhizomes."—N. R. Van L.

From New York: "Talking about reds. Red Phipps is one good red. Good size, good spike, fine color, with beautifully faced blooms. What more could one want? When it comes to the blues I vote for Ave Maria. For a white, Maid of Orleans is in a class by herself. For real beauty I have never seen her equal. I have

several kinds of white including Mammoth and Van Tets, but the Maid is best."—A. L.

From Pennsylvania: "I wanted to tell you what a 'hit' Betty Coed made with all who saw this wonderful variety. We were all in love with it."—R. G. H.

From Canada: "I wish to thank you for the nice clean bulbs that I received, no sign of disease of any kind, and all nice and plump, also for the extras."—A. J. D. L.

A LONG LONG STORY— Incomplete on This Page

Folks, meet the younger generation, my son Everett, a chip off the old block. But of course, better looking, thanks to his Mother and a good barber.



I've been holding out on you. Several years ago Everett and I went into a huddle and ever since have been working out a plan whereby he would at this time join me in handling the business that I have spent more than a quarter of a century building, on what I believe has been a solid foundation.

As many of you know, the University of Colorado is located here in Boulder. This institution offers opportunities to our children that should

be taken advantage of, if possible. Therefore, not only Everett, but his older brother, Carleton, and his younger sister, Elizabeth, have improved this opportunity. Carleton will soon complete his work for the degree Doctor of Philosophy in Chemistry, while Elizabeth is nearing the end of the four-year course leading to the degree Bachelor of Arts.

Everett won his B.A. degree last June, with various honors thrown in for good measure, such as being editor of The Silver and Gold, student newspaper, published twice weekly. He was elected to Phi Beta Kappa, national honorary scholastic fraternity, and to Kappa Kappa Psi, national honorary musical fraternity. He is also a member of Phi Kappa Psi, social fraternity.

All of which gives him a better foundation for his life work than I ever had myself—I also went through the University here, but it was one Sunday afternoon as a guest of the Superintendent of Buildings, Mr. Joseph Klemme, who, like myself, sprang from the good old state of Iowa.

As most of my friends and customers know, I'm prone to use a lot of space just for talking about something else rather than seeds, plants, or bulbs that might bring in more orders and more money.

Therefore, I'll indulge in one of those yens at this time, and tell you something about Everett's hobbies.

Living as we do right at the very foot of the Rocky Mountains, the prevailing sports or pastimes of a great many natives, as well as others who come here for health, recreation, school, etc., are mountain climbing, camping, and skiing. All three of our children are in love with these sports, and spend much of their spare time in "them thar hills."

For two summers Everett combined business with pleasure by serving as a government licensed guide for tourists who were daring enough to undertake the climb to the summit of Longs peak. Like the proverbial postman who takes a walk for recreation, Everett would sometimes climb the peak by himself when business wasn't rushing. In his 81 trips to the top he negotiated every known route, and, in addition, established several new routes, making a total of 15 ways by which the precipitous granite walls of this 14,255 foot bulwark can be ascended.

Everett conducted many parties to the summit of Longs peak, and always brought them back alive. Unfortunately, some tourists attempting the climb without the skilled services of a qualified guide didn't come back alive. It is a wonderful trip, and safe if you arrange for a guide at the Boulderfield Shelter Cabin, the

highest hotel in America. (If interested, write Robert Collier, Jr., care of Boulderfield Shelter Cabin, Estes Park, Colo.) Longs Peak is 40 miles northwest of Boulder.

If you enjoy a thrill, get hold of the magazine "Outdoor Life" for January, 1935, and turn to page 8, where you will see a picture of Everett descending a mountain cliff with a rope by a system known as rappelling.

This is a funny country. Last October when our Everbearing strawberries were doing their best, and were very luscious, Everett left with a truck load of winter supplies for his mountain cabin, 27 miles from Boulder, located in a region where skiing is not only a sport, but a necessity for transportation. After hours spent shoveling snow, the truck was finally pushed within a mile of the cabin, but immense snowdrifts made further progress impossible. He had to unload and cache his supplies, then shovel hours longer to get back with the empty truck.

The supplies were later taken in on skis. But we went on picking strawberries, normally only an hour's drive from this winter scene. Captain Byrd would feel right at home in these Arctic conditions just 2,000 feet below the summit of the Continental Divide near Arapahoe Glacier (a real, live glacier), only 30 miles from my gardens.

Getting back to business, you may be sure that I'm glad to have Everett come to my rescue. This business has outgrown what I set out to establish. I couldn't carry the whole burden much longer.

There will be no change of policy. As I told Everett, years ago I adopted the slogan of another mail order business man, who said, "If I take care of my customers, they will take care of me." It has worked fine.

So this is "Only the beginning, folks"—only the beginning of a Long, Long story. If two heads are better than one, then two Longs should be better than one.

"Rambles Through the Rockies"

Next to seeing the wonders of the Rocky Mountains in person, is to be among those present when Mr. Eben G. Fine throws his colored photographs on the screen.

Mr. Fine is secretary of our Chamber of Commerce. His hobby is "Rambling Through the Rockies," armed to the teeth with high power cameras. He always gets his man—or, rather, his mountain peak, waterfalls, glacier, virgin forest, carpet of wild flowers, or cliff dwellers' ruins.

With slides in natural colors he takes you through the wonderlands of "Colorful Colorado," commenting so vividly that you feel you were right there when it happened.

Now the good news! About Feb. 1st, Mr. Fine starts out on his ninth tour of entertainment for those so fortunate as to live in or near the cities of his itinerary.

With the cooperation of the Burlington Railway System, he shows in nearly all the large towns and cities in Texas and Louisiana. Then to Chicago and St. Louis, then on east of these cities.

Now listen to me! Keep this in mind. Find out if and when Mr. Fine will be in your fair city. Then cancel all other engagements and DON'T MISS THIS. You'll know why after you have enjoyed "Colorful Colorado" as shown by the original Eben G. Fine himself. You'll like it, and cry for more.

You folks in Texas and Louisiana, write to F. D. Daggett, % F. W. & D. C. Ry., Ft. Worth. **You in Chicago or St. Louis,** write to H. F. McLaury, % Burlington Ry., 547 W. Jackson, Chicago. Ask for exact date when Mr. Fine will be in your city, and where his entertainment will be given.


"Believe it or not," for this thrilling entertainment there will be no admission or cover charge. Don't forget. Tell your friends.

BOULDER, COLORADO

State.....Express Office.....

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ORDER BLANK—Continued

| QUANTITY | NAME | VARIETY | Amt. Brought Forward | |
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| Total Amount Enclosed | | |  | |

SHALL WE SUBSTITUTE? *If cannot supply kind ordered, shall we send another, subject to your approval? Your answer.....*

DOES YOUR NEIGHBOR WANT A CATALOG?

Please give name and address here:

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LONG'S MASTODON

Everbearing Strawberries

True stock, free from disease. My plants officially inspected and approved. You start right when you set out **LONG'S** true **Mastodon** plants. Only new plants sent out. Safe delivery of plants in good growing condition guaranteed.

MASTODON plants are very robust and thrifty. Plants set out in spring begin bearing in July or early August, continuing until heavy freezing weather. They start bearing again the following June. The dark-green leaves are very large and of heavy texture, thus well protecting the berries from sun and rain. The berries are borne in clusters on strong stiff stems. Some of the larger berries will not go through the top of a quart milk bottle.

PRICES FOR MASTODON PLANTS, PREPAID IN U. S. A.: 40 plants (smallest order packed) for \$1.00; 100 for \$1.80; 200 for \$3.40; 300 for \$4.80; 400 for \$6.20; 500 for \$7.50; 1,000 for \$14.00. Prepaid.

Write for prices for **MASTODON PLANTS BY EXPRESS, NOT PREPAID.**



**PLANTS
SHIPPED
IN SPRING
ONLY**

“Safety-First” Purest Lawn Grass Seed

It is safest and cheapest to buy the very purest and best **White Clover** and **Blue Grass** seed for your lawn, because you avoid seeding your lawn with the noxious weeds found in cheap grass seeds, and get so much higher germination that a pound of the best will cover as much as two pounds of the cheap, chaffy, low germinating seed.

Any of these commercial fertilizers are good: **Vigoro, Sacco, Bartco, Loma.** Use 3 or 4 pounds to 100 square feet. Your local seed or feed store can supply, or get, these fertilizers.

Purest White Clover

Clean seed, of bright golden color and strong vitality, “rarin’ to go.” Sure fine. Lb. 75c; 2 lbs. \$1.40; 3 lbs. \$2.10, prepaid, any zone.

| | 2nd Zone | 3rd Zone | 4th Zone | 5th Zone | 6th Zone | 7th Zone |
|------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 5 lbs.... | \$3.20 | \$3.25 | \$3.35 | \$3.45 | \$3.55 | \$3.65 |
| 10 lbs.... | 6.10 | 6.20 | 6.40 | 6.60 | 6.80 | 7.00 |

Best Kentucky Blue Grass

Very heavy and clean. Lb. 65c; 2 lbs. \$1.25; 3 lbs. \$1.80, prepaid, any zone.

| | 2nd Zone | 3rd Zone | 4th Zone | 5th Zone | 6th Zone | 7th Zone |
|------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 5 lbs.... | \$2.50 | \$2.55 | \$2.65 | \$2.75 | \$2.85 | \$2.95 |
| 10 lbs.... | 4.70 | 4.80 | 5.00 | 5.20 | 5.40 | 5.60 |

Safety-First Mixed Seed

About one part white clover to three parts best blue grass. Lb. 70c; 2 lbs. \$1.35; 3 lbs. \$1.95, prepaid, any zone.

| | 2nd Zone | 3rd Zone | 4th Zone | 5th Zone | 6th Zone | 7th Zone |
|------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 5 lbs.... | \$2.80 | \$2.85 | \$2.95 | \$3.05 | \$3.15 | \$3.25 |
| 10 lbs.... | 5.50 | 5.60 | 5.80 | 6.00 | 6.20 | 6.40 |

Astoria Creeping Bent

Astoria heads the list.. Astoria starts quickly and goes farther. **It creeps on top and under the ground.** Seed very fine. Use pound for 300 to 500 square feet. Astoria Bent in sealed bags: ½ lb. 80c; lb. \$1.50; 2 lbs. for \$2.95; 3 lbs. for \$4.35; 5 lbs. for \$7.00. Prepaid. (Bent does not thrive in all soils. Kentucky Blue Grass is more dependable.)

Shady Nook Lawn Grass

Special mixture for shady places. Lb. 60c; 2 lbs. \$1.15; 3 lbs. \$1.65; 5 lbs. \$2.50, prepaid.

For the Lawn's Sake

Lawns may be started or old ones renewed or renovated any time from earliest spring to October.

New lawns should be thoroughly worked, leveled and allowed to settle, then leveled again. The more care before sowing the seed the better the results. Seed will wash to the low spots and make your lawn spotted. Sow about one part clover to three parts blue grass. Use not less than pound to 200 square feet.

Sow part the seed one way and then some more crosswise, so as to avoid streaks. Rake well before and after sowing. Water gently so often that soil never dries out until lawn is green. Clover comes quickly. Blue grass comes slowly but hangs on like grim death after gets a foothold. Clover draws nitrogen from the air and enriches the ground for itself and the blue grass.

Old lawns should be re-seeded and fertilized from time to time. Use only the purest seed. Never be afraid of sowing too much seed, nor too often. Dandelion and other weed seeds are blown or carried on to the lawn. Give the lawn a break by sowing good pure grass seed several times a season to compete with dandelion seed.

SONG'S VEGETABLE SEEDS

Tried and True—Best for You

Beans, Priced Prepaid

Brittle Wax The tender pods break like icicles, with seldom a sign of string. Flavor fine. The long, round fleshy pods are a beautiful yellow. Beans long, white, with dark eye. Large pkt. 10c; ½ lb. 20c; 1 lb. 35c; 2 lbs. 65c; 3 lbs. 90c. **Brittle Wax shown at the right.**

Golden Wax Medium early flat podded variety. Tender if picked quite young but gets stringy later. Brittle Wax much better. Pkt. 5c; ½ lb. 17c; 1 lb. 30c; 2 lbs. 55c; 3 lbs. 80c.

Stringless Green Pod Might be called a green pod "Brittle Wax." Beans brown. Pods round and tender. Splendid flavor. Large pkt. 10c; ½ lb. 20c; 1 lb. 35c; 2 lbs. 65c.

Kentucky Wonder Favorite pole bean. Pkt. 10c; ½ lb. 20c; 1 lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Colorado Cream Butter (Aztec.) Immense white bean, shape of navy. Pkt. 10c; ½ lb. 20c; 1 lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Henderson's Lima "Baby Lima." Pkt. 10c; ½ lb. 17c; 1 lb. 30c; 2 lbs. 55c; 3 lbs. 80c.

Burpee's Bush Lima Pkt. 10c; ½ lb. 40c; 1 lb. 22c; 2 lbs. 75c.

For Larger Lots See Page 62



Scarlet Runner Usually listed in flower section only, but logically belongs with vegetables also. **The pods can be used green as snap beans.** In England this variety is a great favorite because of its delicious edible pods which follow the sprays of bright scarlet pea-shaped blossoms. Pkt. 10c; ½ lb. 25c; 1 lb. 45c, prepaid.



Table Beets, Prepaid

PRICES: All Table Beets at Pkt. 5c; oz. 15c.

Early Wonder A splendid extra early variety. Quick growing attractive variety of the favorite globe shape. The flesh is dark red, sweet and tender. Fine for summer and fall use, canning, or storing for winter.

Crosby's Early Egyptian Turnip shape; flesh deep red; quick growing.

Early Eclipse Similar to Early Wonder and Crosby's in season and shape, but flesh a lighter red. Most people prefer the darker red.

Detroit Dark Red Globe shape; smooth; dark red; tops small, permitting close planting. A good all around early, medium or late variety. Splendid for canning when small.

For Larger Lots See Page 62

More About Beans

I could list a dozen or so more varieties, and did use to have a longer list. But my customers boiled the list down for me by ordering nothing else much but the favorite varieties above. Even Golden Wax could be omitted, because Brittle Wax so much better.

My "Down South" customers are especially fond of Limas. But not as dry matured beans, as usually cooked. They pick them when the beans are well formed, but still green. Then shell and cook like peas. "That's sumpin'." The Henderson or "Baby Lima" is much easier to grow than other Limas. Try Henderson Limas the "Down South" way. You'll be surprised.

Washington Asparagus

Seed: Pkt. 10c; oz. 15c; ¼ lb. 40c; 1 lb. \$1.00.

Roots: 16 for 50c; 50 for \$1.00; 120 for \$2.00, prepaid.

From Virginia: "The very fine Iris rhizomes arrived in good shape. They are such big husky-looking roots, too."
—Mrs. G. A. L.



CABBAGE---Best Kinds for Home and Market ---Prepaid

Copenhagen Market Early Round Head Cabbage, also splendid for winter, when planted later. The leaves fold so tightly that it can be grown closer together than other kinds of equal weight. Pkt. 10c; oz. 25c.

Danish Round Head (Short-Stemmed Hollander.) One of the best main crop varieties. Heads very solid; good keeper. The main variety grown by large gardeners and shippers for fall and winter use. The standard best late cabbage. Pkt. 10c; oz. 25c.

(See page 62 for sealed bags in lots of half pound or more of Danish Round Head seed.)

Golden Acre Similar to Copenhagen, but more uniform in type, a little smaller, but week or so earlier. Heads round, from 9 to 11 inches in diameter. Pkt. 10c; oz. 25c.

Danish "Baby Head" A very early round head type that takes little space for each plant. The heads are of medium size, just right for average family use, and exceedingly solid. Pkt. 10c; oz. 25c.

Chinese Or CELERY CABBAGE. Early plants often run to seed. Sow in June. Tie up like cauliflower to blanch. Pkt. 10c; oz. 30c.

EARLY JERSEY WAKEFIELD. Small pointed head. Pkt. 5c; oz. 20c.

WINNINGSTADT. Heads firm, slightly pointed, medium early. Pkt. 5c; oz. 20c.

ENKHUIZEN GLORY. About same season as Winningstadt, but head is round instead of pointed. Pkt. 5c; oz. 20c.

Yellows Disease Resistant Cabbage

If you have no trouble with the cabbage disease known as "Yellows," then plant the regular stocks. But if this disease has gotten into your soil it will STAY there, and cause you partial or total loss of your cabbage crop, unless you switch to the **Yellows-Resistant strains**. The Yellows-Resistant strains are about 10 days later and not quite so uniform in type as regular strains.

Marion Market (Yellows-Resistant.) Use in place of Copenhagen Market. Very similar. Pkt. 10c; oz. 35c; ¼ lb. \$1.00; ½ lb. \$1.75; lb. \$3.25, prepaid.

Wisconsin No. 8 Used in place of Danish Round Head where Yellows-Resistant is needed. Pkt. 10c; oz. 35c; ¼ lb. \$1.00; ½ lb. \$1.75; lb. \$3.25, prepaid.

Globe (Yellows-Resistant.) Enkhuizen Glory type. Heads large, firm, globular. Pkt. 10c; oz. 40c; ¼ lb. \$1.40; ½ lb. \$2.50; lb. \$4.50, prepaid.



LATE FLAT DUTCH. Very large. Pkt. 5c; oz. 20c.

SAVOY CABBAGE. Leaves beautifully crimped. Fine flavor. Pkt. 5c; oz. 20c.

MAMMOTH ROCK RED. Large red cabbage. Pkt. 5c; oz. 20c.

Brussels Sprouts Tiny cabbages; grow closely on stalks. Pkt. 5c; oz. 25c.

For Larger Lots See Page 62

Mangels, Sugar Beets, Prepaid



Culture: Sow 4 to 6 lbs. to acre in rows 24 inches apart. In good ground you can raise 30 to 40 tons per acre. A mixture of mangels and sugar beets is good combination. Add carrots for dessert!

Prices: All Mangels, also **LONG'S** Special Mixture of Mangels and Sugar Beets: Pkt. 5c; oz. 10c; ¼ lb. 25c; lb. 60c; 3 lbs. \$1.50; 5 lbs. \$2.25; 10 lbs. \$4.00.

MAMMOTH LONG RED. Great yielder. One of the best.

GOLDEN TANKARD. Roots thick and short.

GIANT HALF SUGAR. About half out of the ground.

WANZLEBEN SUGAR BEET. The standard sugar beet. True strain. Prices above.

Special Mixture of Mangels and Sugar Beets

Mixed by myself from our tested seed. Better for stock than all Mangels or all Sugar Beets. Prices above.

Egg Plant

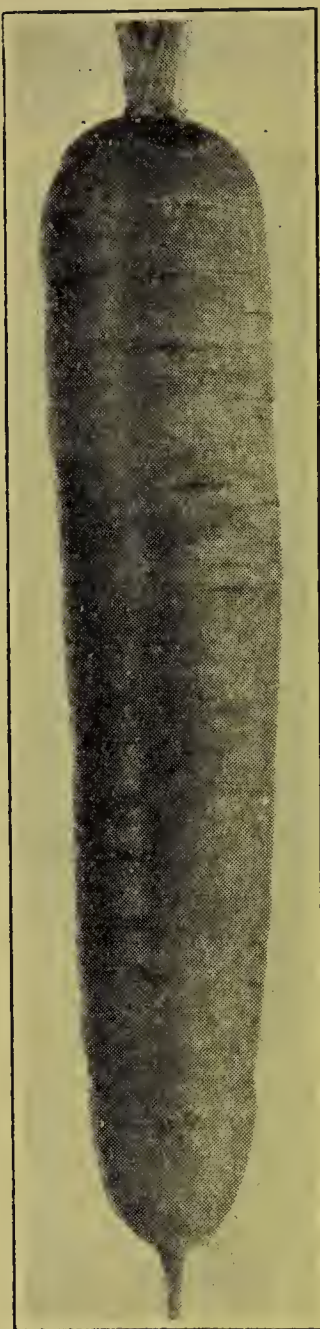
Culture: Start plants in box or hotbed. Do not set out until quite warm weather. Very tender. Ground should be rich.

BLACK BEAUTY. Pkt. 10c; ½ oz. 25c.

Endive

WHITE CURLED. Pkt. 5c; oz. 15c; ¼ lb. 30c.

BROAD LEAVED. Pkt. 5c; oz. 15c; ¼ lb. 30c.



**Morse's
Bunching**

CARROTS, Six Super-Six, Prepaid

OXHEART. Short, thick roots, orange flesh. Pkt. 5c; oz. 15c.

DANVER'S HALF LONG. Medium length, orange color roots. Pkt. 5c; oz. 15c.

CHANTENAY. Splendid table carrot. Pkt. 5c; oz. 15c.

NANTES. Roots almost cylindrical, about 6 inches long; smooth. Flesh orange-red, very sweet, and almost without core. Pkt. 10c; oz. 20c.

MORSE'S BUNCHING. (New.) Tops short. Stems medium size and strong. Roots at maturity $1\frac{1}{4}$ by 8 inches, almost cylindrical with rounded shoulders (see illustration at left). Pkt. 10c; oz. 20c.

CHANTENAY (NEW RED CORED). A distinct improvement over the well-known Chantenay in color, texture, and quality of flesh. Roots $5\frac{1}{2}$ to 6 inches long, $2\frac{1}{4}$ inches thick at the shoulder; tapered, stump-rooted; flesh and core reddish-orange, fine grained, and tender; of sweet, delicate flavor. (See illustration at right.) Pkt. 10c; oz. 20c.

For Larger Lots See Page 62



Chives

Perennial herb. The leaves have a delicate onion flavor. For seasoning green salads. Lavender flowers. **Seed**, Pkt. 10c; $\frac{1}{2}$ oz.

40c. **Plants**, 3 clumps for 50c; 7 for \$1.00, prepaid. (Clumps can be divided.)



**Chantenay
Red Cored**

Celery, Prepaid



Culture: Sow in protected bed; sow thin and cover lightly. Transplant in June. Ask your Agricultural College for information on celery growing.

GOLDEN SELF-BLANCHING.

One of the best early kinds for fall use. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 40c.

GIANT PASCAL.

The best late celery for winter use. May be blanched with soil, paper or boards. To get those brittle sweet white

stalks it should be taken up, trenched or banked up in cellar. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 40c.

GIANT PASCAL. Special Stock. Re-selected. Fine. Pkt. 15c; $\frac{1}{2}$ oz. 40c; oz. 75c.

WHITE PLUME. Preferred by some to Self-Blanching. Fall variety easily blanched. Pkt. 5c; $\frac{1}{2}$ oz. 25c; oz. 40c.

CELERIAC. For seasoning meats, soups, salads. Turnip-shaped roots. Pkt. 5c; oz. 25c.

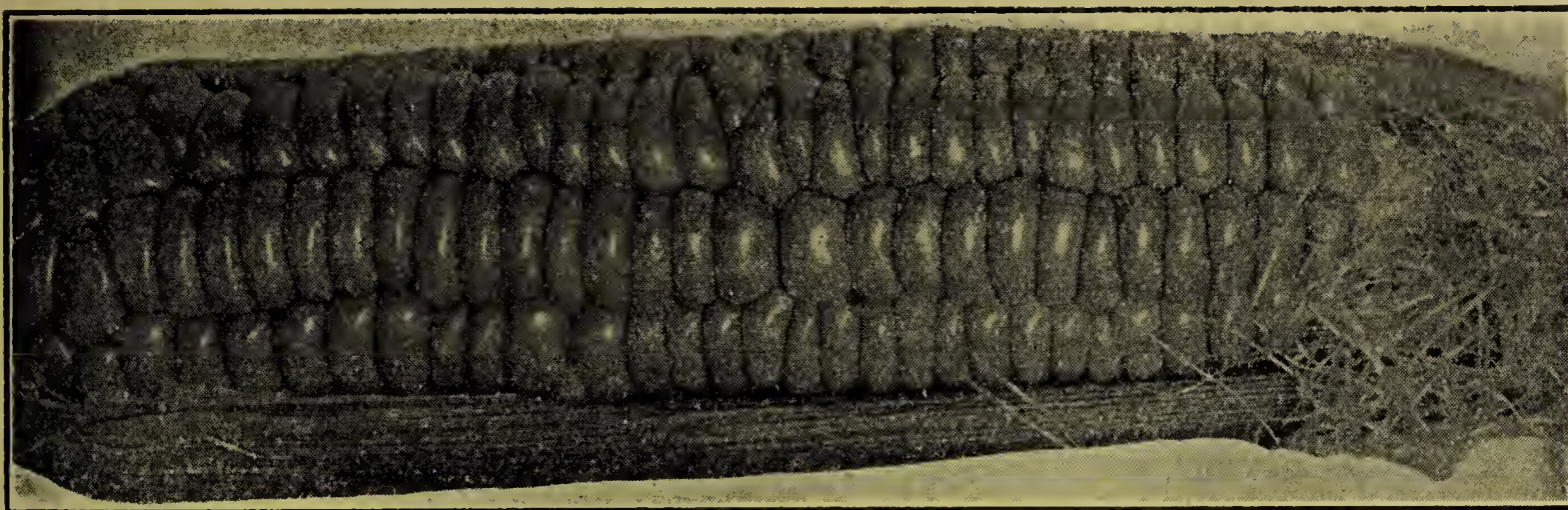
Cauliflower, Prepaid



PRICES: Price for either variety: Pkt. 10c; $\frac{1}{8}$ oz. 30c; $\frac{1}{4}$ oz. 50c; $\frac{1}{2}$ oz. 90c; oz. \$1.50; $\frac{1}{4}$ lb. \$5.00; $\frac{1}{2}$ lb. \$9.50; lb. \$18.00.

EARLY SNOWBALL. Early and main crop variety. Selected imported seed.

DRY WEATHER. Very large, white heads. Also called Danish Giant. Later than Snowball. High grade imported seed.



Sweet Corn, Prepaid Pop Corn, Prepaid

PRICES: All Sweet Corn at: Large pkt. 10c; ½ lb. 20c; 1b. 40c; 2 lbs. 70c; 3 lbs. \$1.00, (alike or assorted kinds) prepaid.

GOLDEN BANTAM. If you plant just one kind of Sweet Corn, then make this the one. Not only sweet, but the silks or "whiskers" come out easily, leaving a nice clean ear for cooking.

"EARLY SUNSHINE." This new "Early Sunshine" is similar to Golden Bantam in color and size, but earlier—fully a week earlier.

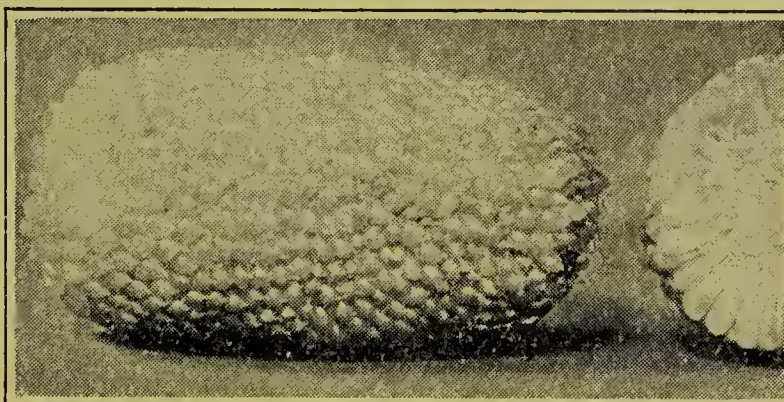
EARLY GOLDEN GEM. Small ears but exceedingly early.

EARLY WHITE MARKET. A winner if your market calls for white Sweet Corn.

GIANT BANTAM. Known also as Bantam-Evergreen. Golden color.

STOWELL'S EVERGREEN. The standard big late Sweet Corn. Color white.

COUNTRY GENTLEMAN. Tall late. Deep, thin grains set zig-zag. White.



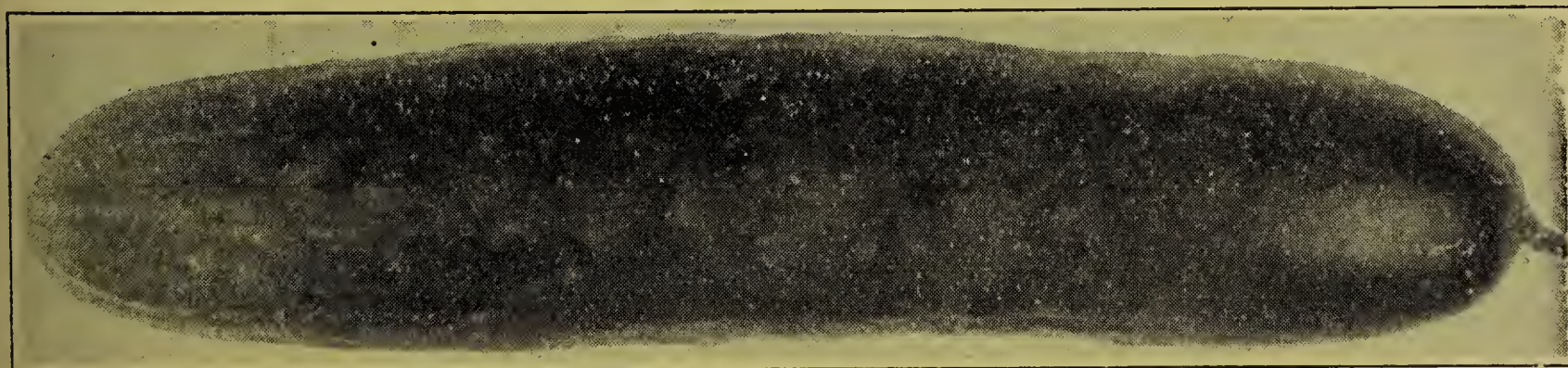
JAPANESE HULL-LESS. Ears are short and "stubby." Grains very deep and slim. Hulls thin and transparent. Pkt. 10c; ½ lb. 20c; 1b. 35c; 3 lbs. \$1.00.

WHITE RICE. Pkt. 5c; ½ lb. 15c; 1b. 30c; 2 lbs. 55c.

MAMMOTH WHITE, SPANISH. Pkt. 10c; ½ lb. 20c; 1b. 35c; 3 lbs. \$1.00.

DYNAMITE. Also known as "T. N. T.," also So. American. Large ears and grains. Rich yellow, which, when popped, gives the effect of buttered pop corn. Pkt. 10c; ½ lb. 20c; 1b. 35c; 3 lbs. \$1.00.

Cucumbers, Prepaid *For Larger Lots See Page 62*



"Long's Long Longed-For Longest Long Green"

Extra long variety of beautiful appearance and splendid flavor. For pickles or slicing. For home or market.

Really, you're missing something fine if fail to plant at least a few hills of this "Cuke." When well grown, the fruits are about a foot long and 2½ inches in diameter near the blossom end, tapering slightly toward the stem.

The flesh is white and crisp and noticeably free from that bitterness usually found in Long Green varieties. Pkt. 10c; oz. 30c. (Call this the 5L Cuke for short.)

Prices: All CUCUMBERS (except "5L") at: Small pkt. 5c; large pkt. 10c; oz. 20c.

EARLY FORTUNE. Fine for pickles when small, and good slicer.

EARLY WHITE SPINE. Old favorite.

KLONDIKE. Very early white spine.

BOSTON PICKLING. For pickles.

IMPROVED LONG GREEN.

DAVIS PERFECT. So nearly perfect in shape it often brings extra price.

WEST INDIA GHERKIN. Very small prickly sort, for pickles only. Use when quite young. Pkt. 5c; oz. 25c.

Head Lettuce, Prepaid

Prices: All varieties **LETTUCE** (except New York): Pkt. 5c; Oz. 15c.

Improved Hanson Good heading variety. May also be used as leaf lettuce.

Iceberg Similar to Hanson. Crisp and tender. Fine for home gardens.

Big Boston Popular market variety.

May King Extra early.

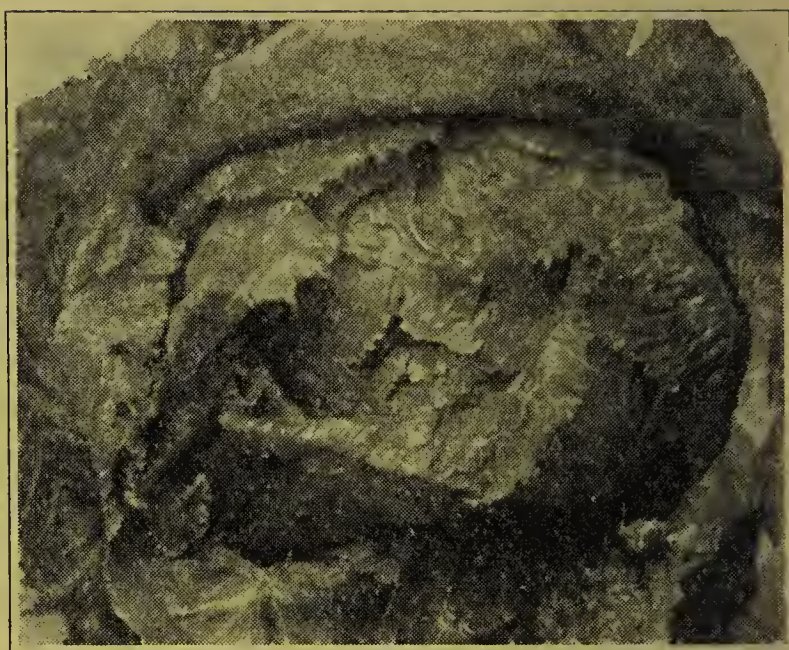
Denver Market Rather loose head; leaves light golden green.

Early Prize Head Forms loose head. Leaves crimped; tinged brownish-red.

Cos One of the surest blanching kinds, of elongated form.

Mignonette Here it is! A delicious head lettuce that is almost 100% sure to head. Ideal for the home garden. Heads small. The outer leaves have a bronzed cast. The solid heads are a creamy greenish color.

New York Also called Los Angeles, Wonderful, Mountain Iceberg, and Western Iceberg. True selected stock of this NEW YORK head lettuce seed: Pkt. 10c; oz. 20c, prepaid.



Head Lettuce—New York

LEAF LETTUCE, PREPAID

Black Seeded Simpson

Grows quickly, making fluffy, loose bunch of tender, creamy leaves of delicate flavor. Fine.

Grand Rapids Makes large, compact bunches of light green leaves with fringed edges. The kind to grow in hothouses and hotbeds or cold-frames. Splendid for open garden also.

For Larger Lots See Page 62

Herbs All 10c Pkt.

Caraway, Catnip, Coriander, Fennel, Lavender, Marjoram, Rosemary, Savory, Dill—Oz. 15c, Sage—½ Oz. 25c.

Kohl-Rabi

WHITE VIENNA. The best. Has flavor of cauliflower. Pkt. 10c; oz. 25c; ¼ lb. 70c.

Kale, or Borecole

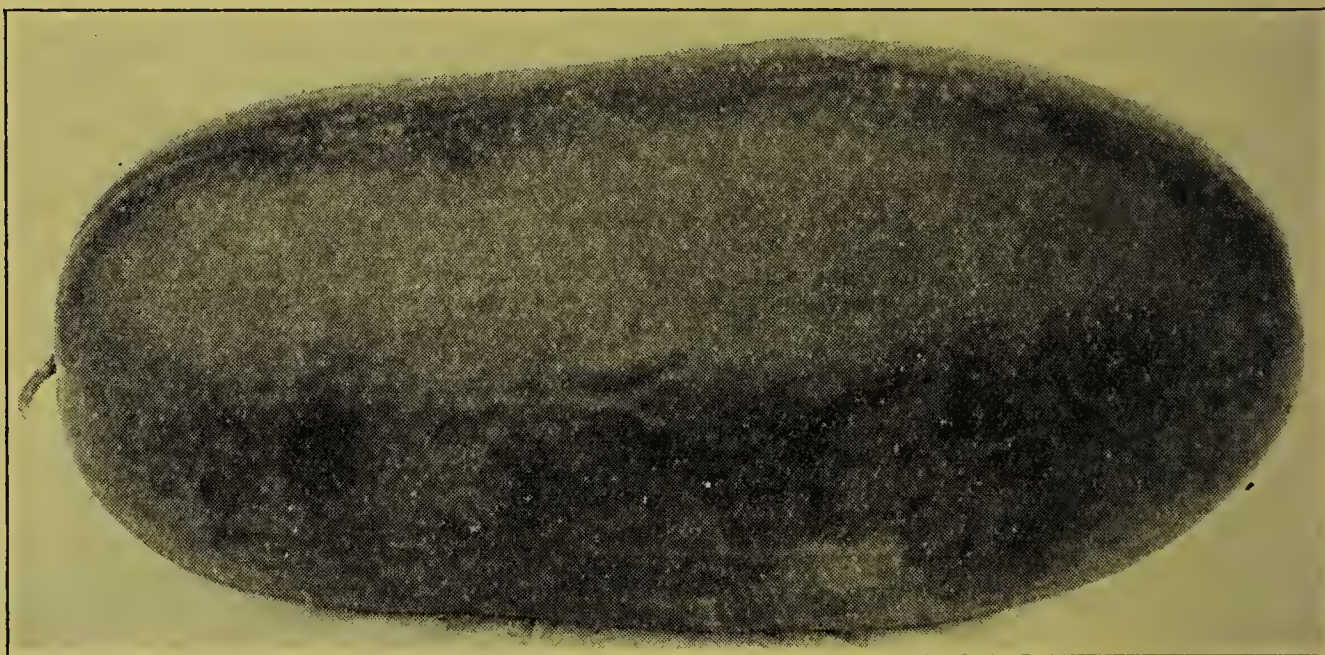
Used for greens. Pkt. 5c; oz. 15c.

Water Melons, Prepaid

PRICES: All Water Melons, Pkt. 5c; Oz. 15c.

BEST THREE WATER MELONS

Fordhook Early
Stone Mountain
Kleckley's Sweet



Kleckley's Sweet—Improved

Fordhook Early The earliest and best melon of good size. Fruit round, skin dark green, flesh is bright red, of fine quality. Dark brown seeded. Very good.

Ice Cream Fine, very sweet, early melon for home or home market.

Irish Gray Large, long melons with gray skin. Flesh firm, crisp and sweet, shell tough.

King and Queen (Winter Watermelon.) A Russian variety of fair size, round in shape; rind light cream with green striping; early, prolific. A good keeping and shipping variety; seeds small, black.

Kleckley's Sweet The skin is dark green, flesh bright scarlet, ripening close to the skin. Solid heart does not crack open when ripe. Sweet and sugary.

Stone Mountain A large, nearly round melon having red flesh and free from stringiness. Very productive and excellent for home use. Big seller in home markets.

Tom Watson Similar to Kleckley's Sweet, but still larger, and firmer.

Citron Used for preserves. Pkt. 5c; oz. 15c; ¼ lb. 35c.

For Larger Lots See Page 62

Musk Melons, Prepaid

For Larger Lots See Page 62



Greeley Wonder Melon—"Sweet as Honey"

PRICES: All Musk Melons and Cantaloupes, Pkt. 10c; Oz. 15c, Prepaid.

ROCKY FORD. The original well-known green meated strain.

HALE'S BEST. One of the newest and very best of the Rocky Ford type Cantaloupes. Larger than other strains, yet about 10 days earlier. The salmon-colored flesh is fine grained and of excellent flavor. Good keeper and shipper.

POLLOCK No. 10-25, SALMON TINT. Another Rocky Ford Cantaloupe. Heavily netted; cut with golden center.

BURRELL'S GEM. Larger, longer and firmer than Emerald Gem. Rather late.

EMERALD GEM. Small, early salmon flesh melon, fine grained and sweet. Not a shipper.

HONEY DEW. Large late melon that ripens after being picked and stored, if fails to mature in field. Green flesh.

HONEY DEW. Same as above, but flesh salmon.

BANANA. These Musk Melons are banana shape and have a banana-like flavor. Thick salmon flesh.

GARDEN LEMON. Very small. For pickles and preserves. Pkt. 5c; oz. 20c.

(For larger lots of Water Melon and Musk Melon see page 62.)

Greeley Wonder Musk Melon

Originated near Greeley, Colorado. Named and introduced by myself. Although earlier than the well-known Rocky Ford, it is ever so much larger, has finer flavor, weighs 5 to 8 pounds, with record of 12 to 15 pounds at times. Has the right of way on the Northern Colorado melon market. Does well wherever melons are grown. Salmon flesh. Pkt. 10c; oz. 15c; ¼ lb. 40c; 1 lb. \$1.25; 2 lbs. \$2.40; 3 lbs. \$3.15; 4 lbs. \$4.40; 5 lbs. \$5.00, prepaid.

Mustard, Prepaid

OSTRICH PLUME. Leaves long, ruffled and curved. Cook it like spinach. Pkt. 5c; oz. 10c; ¼ lb. 25c; 1 lb. 70c, prepaid.

Okra, or Gumbo, Prepaid

The green pods are used in soups, to which they impart a rich flavor. Sow in open garden but not until ground is warm. Thin to 10 inches. Pkt. 5c; oz. 15c; ¼ lb. 40c.



Parsley

Culture: Soak seed in tepid water a few hours before planting. Cover ½ inch.

DARK MOSS CURLED. Fine for garnishing. Pkt. 5c; oz. 15c; ¼ lb. 35c.

LONG'S Parsnips, Prepaid



Culture: Sow early in deep mellow soil, pressing soil after planting.

HOLLOW CROWN. Pkt. 5c; oz. 10c; ¼ lb. 30c; 1 lb. 75c; 2 lbs. \$1.40, prepaid.

Don't Kill the Cops

If Mr. Toad is found in your garden, don't harm him, but treat him as a friend, for he is your friend, arresting and executing garden criminals.

If your sweet peas or pansies seem sick and you find lady bugs on them, don't jump at conclusions. It's lice or aphids that have injured your plants, and the lady bugs are there trying to exterminate the pests.

Onions, for Home and Market, Prepaid

Here's That Early Golden Yellow Colorado Onion

Mountain Danvers—Franklin's Improved Strain

Improved Mountain Danvers is extra early, often being ready for market when prices are highest. Also one of the best main crop kinds, keeping and shipping especially well.

Improved Mountain Danvers insures a crop in many localities where season is short and ordinary kinds would not make good. Yet it is also meeting with much favor in lower altitudes. In some localities it has been grown to weigh a pound, record yields of 600 sacks to the acre being made under ideal conditions over on the Western Slope in Colorado, where this onion originated.

The rich, golden yellow onions, developed by A. L. Franklin, are ideal globe shape, nearly as round and sound as baseballs. Necks thin.

Pkt. 10c; Oz. 30c.
For Larger Lots
See Page 62



Yellow Sweet Spanish Onion—Riverside Strain

An American strain of the famous Spanish variety, Valencia. The bronze-yellow globe onions are much larger than Prize Taker and Denia. Flesh pure white, fine grained, sweet and mild. When cured right it ships well and keeps long time. Heavy yielder.



Where seasons are short, start in hotbed and transplant to field.

Pkt. 10c; oz. 30c. For larger lots see page 62.

White Silverskin

A good medium size. Is early, mild and long keeper. Pkt. 5c; oz. 25c.

White Globe

Pure white, long keeper. Pkt. 5c; oz. 30c.

White Barletta

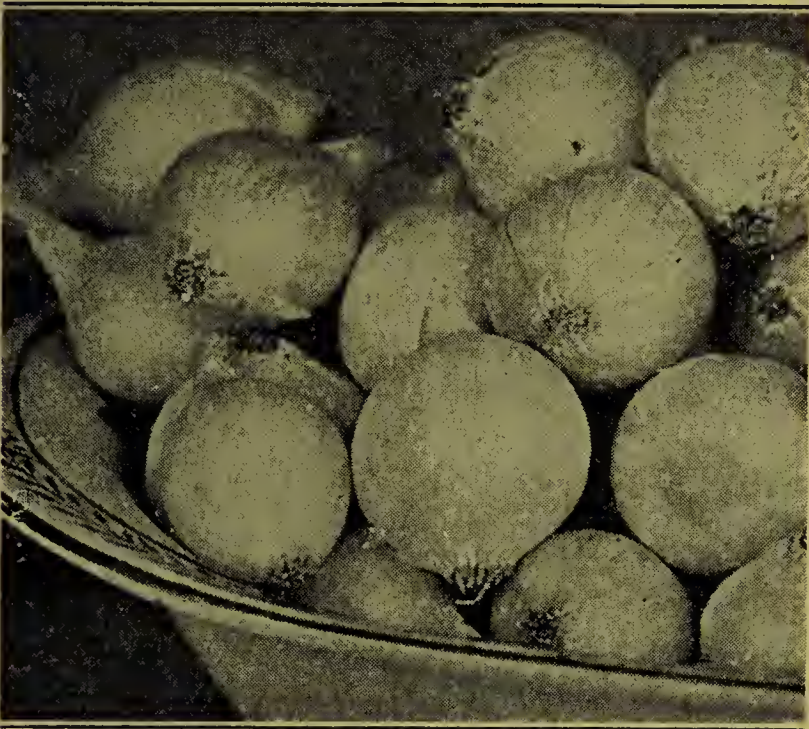
Very early white variety used for pickling. Plant very thick. Pkt. 5c; oz. 25c.

*For Larger Lots See
Page 62*

From Colorado: "If I had only spent all my bulb money with you I would have been lots better off."—Mrs. C. B.

Golden Sweet Spanish Onion—Riverside Strain

Colorado Grown "Hand Polished" Onion Sets



LONG'S Regular Sets

That's no joke. These sets are actually hand-polished, as they are rubbed by hand to remove all dirt, roots, tops and any other trash.

For a succession of fresh Green Table Onions, plant sets at different times, from early March until July.

Large Dry Onions for fall and winter use are easily raised from sets. Costs more to plant than seed, but returns are quicker, and most of the tedious hand labor of thinning and weeding is obviated. Use the smaller size sets for growing large bulbs. Plant hazel or tiny size, not the larger unless you have to, as the smaller sets are cheaper even at higher price per quart and make better matured dry onions.

PRICES FOR REGULAR SETS

| | 2nd | 3rd | 4th | 5th | 6th | 7th |
|--------------|-------|-------|-------|-------|-------|-------|
| YELLOW | Zone | Zone | Zone | Zone | Zone | Zone |
| 1 Quart.... | \$.30 | \$.31 | \$.32 | \$.33 | \$.34 | \$.36 |
| 2 Quarts... | .54 | .55 | .58 | .61 | .63 | .67 |
| 4 Quarts... | 1.00 | 1.04 | 1.11 | 1.20 | 1.27 | 1.37 |
| 8 Quarts... | 1.80 | 1.88 | 2.01 | 2.17 | 2.31 | 2.49 |
| 16 Quarts... | 3.40 | 3.55 | 3.80 | 4.10 | 4.38 | 4.72 |
| WHITE | | | | | | |
| 1 Quart.... | .32 | .33 | .34 | .35 | .36 | .38 |
| 2 Quarts... | .60 | .61 | .64 | .67 | .69 | .73 |
| 4 Quarts... | 1.10 | 1.17 | 1.18 | 1.20 | 1.27 | 1.37 |
| 8 Quarts... | 2.00 | 2.08 | 2.21 | 2.37 | 2.51 | 2.69 |
| 16 Quarts... | 3.60 | 3.75 | 4.00 | 4.30 | 4.58 | 4.92 |

All sets figured at 32 lbs. to bushel (1 lb. to quart).

"Tiny" Onion Sets, Prepaid

The smallest of all Onion Sets, about twice as large as garden peas. You don't need to set them, just sow in a row like peas and cover about one inch. They make early green onions a little later than regular sets and much earlier than seed. They are especially valuable for growing large dry onions for winter use. Being so small you get all the way from 600 to nearly 1,000 Tiny sets to the quart. Crop matures earlier than onions from seed.

YELLOW TINY SETS: Pint 40c; qt. 70c; 2 qts. \$1.20; 4 qts. \$2.20, prepaid, any zone.

WHITE TINY SETS: Pint 50c; qt. 90c; 2 qts. \$1.50; 4 qts. \$2.60, prepaid, any zone.

Onion Seed Special

The onion seed listed on opposite page is of our usual high-grade stock, strong germination.

Owing to very short crop and high prices of onion seed we did not buy any new crop seed of the varieties listed below. Have seed of each these kinds that we carried over from last season. Onion seed is good for several years or more, as you may know.

The germination of these carried-over lots is below our standard, so we are offering at special low prices, as is, with caution that you do not sow much thicker than usual, lest you have a job of thinning.

In fact, if we didn't mention it, you might not discover that germination is not as good as you usually sow.

THE VARIETIES ARE: Yellow Globe Danvers, Red Wethersfield, So. Red Globe, So. Yellow Globe and Mixed. **PRICES,** for any of these four kinds (or all mixed): Pkt. 5c; oz. 15c; 1/4 lb. 40c; lb. \$1.40, prepaid.

LONG'S Hazel Size Sets

Hazels are just like other bottom sets except that they run smaller in size. The smaller size not only gives you about twice as many sets to the quart as you get when buying ordinary size sets, but also gives you a better set, for this reason: A good many sets of the size usually sold will send up a seed stalk, which causes a hard, woody center.

But with Hazel Size Sets you rarely if ever have any trouble with seed stalks. They make the finest green onions and the best of matured bulbs, and the crop is ready for market before onions from seed come in.

PRICES FOR HAZEL SETS (About 300 to the Quart)

| HAZEL | 2nd | 3rd | 4th | 5th | 6th | 7th |
|--------------|-------|-------|-------|-------|-------|-------|
| YELLOW | Zone | Zone | Zone | Zone | Zone | Zone |
| 1 Quart.... | \$.40 | \$.41 | \$.42 | \$.43 | \$.44 | \$.46 |
| 2 Quarts... | .75 | .76 | .79 | .82 | .84 | .88 |
| 4 Quarts... | 1.40 | 1.47 | 1.51 | 1.60 | 1.67 | 1.77 |
| 8 Quarts... | 2.50 | 2.58 | 2.71 | 2.87 | 3.01 | 3.19 |
| 16 Quarts... | 4.80 | 4.95 | 5.20 | 5.50 | 5.78 | 6.12 |
| HAZEL | | | | | | |
| WHITE | | | | | | |
| 1 Quart.... | .46 | .47 | .48 | .49 | .50 | .52 |
| 2 Quarts... | .84 | .85 | .88 | .91 | .93 | .97 |
| 4 Quarts... | 1.60 | 1.67 | 1.71 | 1.80 | 1.87 | 1.97 |
| 8 Quarts... | 3.00 | 3.08 | 3.21 | 3.37 | 3.51 | 3.69 |
| 16 Quarts... | 5.60 | 5.75 | 6.00 | 6.30 | 6.58 | 6.92 |



Onion Plants, Prepaid

CRYSTAL WHITE WAX.

The mildest of all white onions. Splendid to pull for green onions in early stages of growth. Produce large, fine crystal white mature onions of large size; ripen very early, usually bringing top price of the season for early fall delivery.

Tied in bundles of approximately 100 plants to the bunch. 2 bunches (smallest quantity packed) 50c; 5 bunches \$1.00; 12 bunches \$2.00; 25 bunches \$4.00, prepaid within 4th zone only.

Popular, Profitable Peas, Priced Prepaid

Large, Luscious Laxtonian

This big variety is as early as the small American Wonder, and only a little later than Alaska. Pods long, vines short. Peas are large, wrinkled, sweet, running 7 to 10 in a pod. Vines require no staking; rows may be planted close, to economize space; peas easily gathered by the handful, and the shelling of a mess is a short job, on account of the size of pods and peas. **Improved strain. Extra fine.** Pkt. 10c; ½ lb. 20c; 1 lb. 40c; 2 lbs. 70c; 3 lbs. \$1.00.

Blue Bantam Nothing small about this pea but the vines. But the PEAS! Fine big pods, usually well filled, with large and luscious peas. Similar to Laxtonian. Pkt. 10c; ½ lb. 18c; 1 lb. 35c; 2 lbs. 65c; 3 lbs. 80c.

Dwarf Telephone A second early pea with short to medium vine, but pods and peas nearly as large as Laxtonian. A little later than Laxtonian. Pkt. 5c; ½ lb. 18c; 1 lb. 35c; 2 lbs. 65c; 3 lbs. 80c.

Alaska Early smooth pea, standing early planting, but hard to sell after the larger sorts come in a little later. Pkt. 5c; ½ lb. 18c; 1 lb. 35c; 2 lbs. 65c; 3 lbs. 80c.

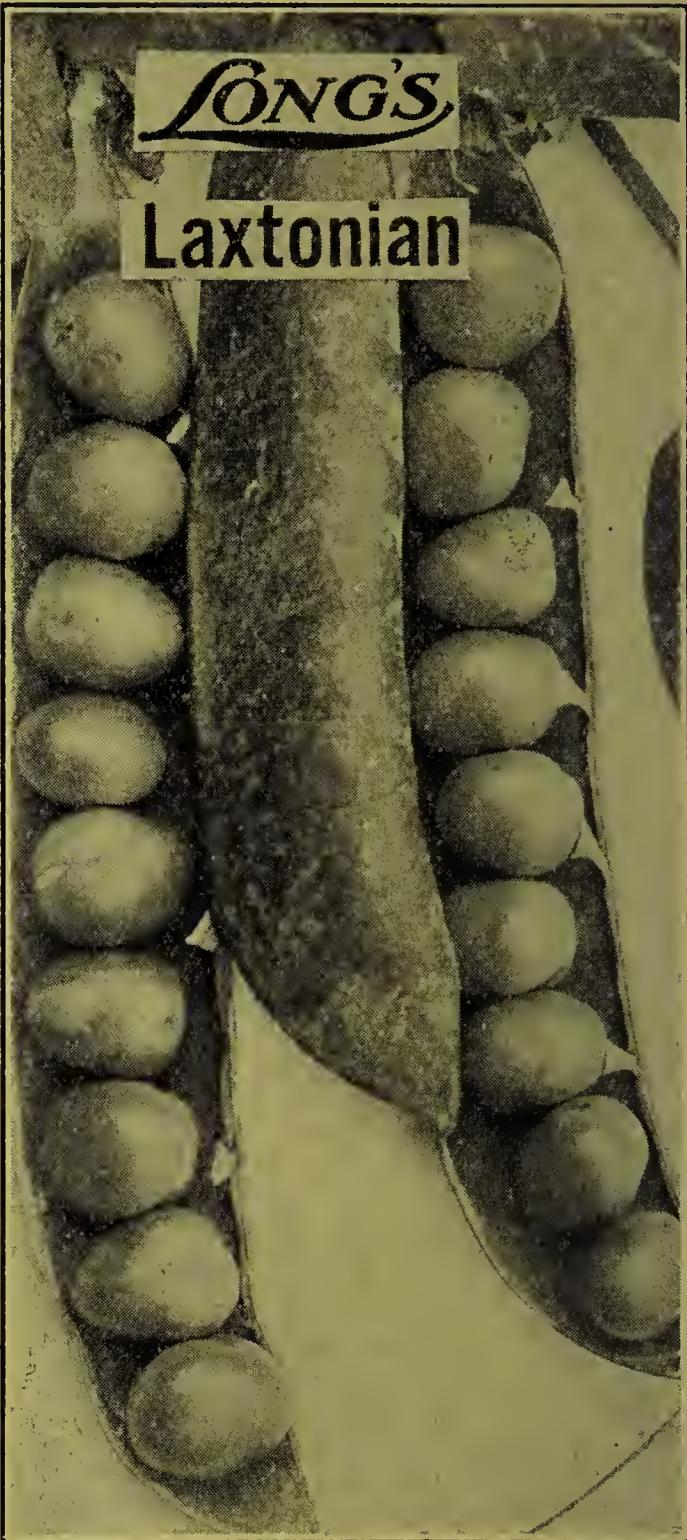
Alderman The Tall Telephone type, but preferred by many to that good variety. If you plant just one of the tall, immense podded kinds, make this the one. Pkt. 10c; ½ lb. 20c; 1 lb. 40c; 2 lbs. 70c; 3 lbs. \$1.00.

Ameer Almost as early as Alaska, but larger. Smooth seeded. Pkt. 5c; ¼ lb. 18c; 1 lb. 35c; 2 lbs. 65c; 3 lbs. 80c.

Edible Pod Dwarf Gray Sugar. Pods as well as peas are cooked, like snap beans. Pkt. 5c; ½ lb. 18c; 1 lb. 35c.

Everbearing (Bliss.) A later sort that continues bearing for some time. Stridah is ever so much better. Pkt. 5c; ½ lb. 18c; 1 lb. 35c; 2 lbs. 65c; 3 lbs. 80c.

Gradus Called also Early Telephone. Tall vines, large pods and peas. Pkt. 5c; ½ lb. 18c; 1 lb. 35c; 2 lbs. 65c; 3 lbs. 80c.



Little Marvel Early; vine short; pods not large, but always packed tight. Pkt. 10c; ½ lb. 20c; 1 lb. 40c; 2 lbs. 70c; 3 lbs. \$1.00.

Stridah A wonderful new variety, second early, small to medium vines, giant pods, filled with large peas of splendid flavor. Take my word for it. Plant and see what you discover. Pkt. 10c; ½ lb. 20c; 1 lb. 40c; 2 lbs. 70c; 3 lbs. \$1.00.

Tall Telephone Very tall; pods very large. Pkt. 5c; ½ lb. 18c; 1 lb. 35c; 2 lbs. 65c; 3 lbs. 80c.

Bear this in mind. The smooth varieties, like Alaska and Ameer, may be planted very early, even in February if soil permits. They seldom, if ever, rot in the cold wet ground. Because of this these kinds are valuable. They deliver the goods early. But the wrinkled kinds—Laxtonian, Gradus, Stridah, Alderman, etc.—in fact, all the others in my list, are sweeter and should be planted fairly early.

Peas thrive best in the cooler early months of the season, and do not do very well from late plantings. Beans like hot weather but peas prefer it cooler. So plant liberally early in spring. Sow rather thick, using a pound to about 75 feet of row.

LONG'S Long Season Pea Collection

Plant these all same time, early spring best, and you will have a succession of luscious green peas for weeks.

| | |
|----------------------------|--------|
| ½ lb. Alaska | \$.18 |
| 1 lb. Laxtonian | .40 |
| ½ lb. Blue Bantam | .18 |
| ½ lb. Dwarf Telephone..... | .18 |
| ½ lb. Stridah | .20 |
| ½ lb. Alderman | .20 |

Total value\$1.34

Special Price: \$1.10 for All

Two of These Collections for \$2.00

All Collections Prepaid

To prolong the season still more, plant Alaska and Laxtonian first and early. In week or so plant Blue Bantam and Dwarf Telephone. Then a week or 10 days later plant Stridah and Alderman. Don't hold any until late in spring. Peas do best if planted rather early.

Peppers, Prepaid

Culture: Sow $\frac{1}{4}$ in. deep in hotbed or shallow boxes. Follow same suggestions given above for tomatoes. Peppers will not germinate if ground is cold. Plants tender. Set out 12x24 inches, after late frosts.

RUBY KING. Large sweet pepper. Pkt. 5c; $\frac{1}{2}$ oz. 25c; oz. 40c.

CHINESE GIANT. Larger than Ruby King. Mild. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 50c; $\frac{1}{4}$ lb. \$1.40.

LONG RED CAYENNE. Pkt. 5c; $\frac{1}{2}$ oz., 20c; oz. 40c. "Full of pep."



RED CHILI. Small, red, very hot. Pkt. 5c; $\frac{1}{2}$ oz. 20c; oz. 40c.

PIMIENTO. Mildest of all peppers. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 45c.

NEAPOLITAN. Early. Fruit grow upright. Pkt. 5c; $\frac{1}{2}$ oz. 20c; oz. 40c.

HARRIS EARLY GIANT. Earliest of all giant peppers. Enormous fruits nearly 5 inches high and $3\frac{1}{2}$ inches through. Valuable for home or market. Pkt. 10c; $\frac{1}{2}$ oz. 20c; oz. 35c; $\frac{1}{4}$ lb. 90c.

WORLD BEATER. A cross between Chinese Giant and Ruby King, having earliness of latter and size of the former. Flesh thick and mild. Very productive. Pkt. 10c; $\frac{1}{2}$ oz. 20c; oz., 35c; $\frac{1}{4}$ lb. 90c.

CALIFORNIA WONDER. Similar to Chinese Giant, with remarkably crisp, tender and sweet flesh. Shape uniformly good. Not lopsided. Base level. Ideal for stuffing. A real wonder. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 50c; $\frac{1}{4}$ lb. \$1.40.

Rhubarb, Pie Plant

Sow the seed in spring, and transplant where wanted the following spring. Pkt. 5c; oz. 20c.

RHUBARB ROOTS. Each 25c; 3 for 60c; 6 for \$1.00, prepaid.

Pumpkins Prepaid

For larger lots see page 62.

Small Sugar The good old yellow pie pumpkin. Pkt. 5c; oz. 10c.

Large Field Pkt. 5c; oz. 10c.

King of Mammoths Largest of all pumpkins, yet good for pies as well as for stock. Pkt. 10c; oz. 15c.

Crisp Radishes for Home and Market, Prepaid

PRICES: All Radishes: Pkt. 5c; Oz. 10c.

Early Scarlet Turnip **WHITE TIP** (Sparkler strain). Quick growing, very attractive for bunching account rich red color, except bottom, which is white.

Glass Or **CINCINNATI MARKET.** Corresponds to Icicle, but color is red. The best long red.

French Breakfast Half long type. Red, shading to white at base. Soon gets pithy.

Saxa Exceedingly early bright scarlet round radish, with few leaves.

White Strasburg Similar to Icicle but larger and later.

Crimson Giant Round, bright red, growing quickly to bunching size, but will keep right on growing to large size without losing its crispness. I plant Crimson Giant and Icicle from early spring until September and have fresh, crisp radishes all summer and until late in fall.

Chinese Rose (Winter.) Pink, oval or half long.

White Chinese (Winter.) Very large, mild and juicy. Extra fine.

For Larger Lots See Page 62

Best Rutabaga, Prepaid



AM. PURPLE TOP.

Color purple above and yellow under the ground. Flesh yellow and solid; few leaves and small neck. Pkt. 5c; oz. 10c; $\frac{1}{4}$ lb. 25c; lb. 80c; 2 lbs. \$1.50.

Rutabagas require longer to mature a crop than is needed for turnips. Better plant rutabagas before July 1st most sections. But turnips may be sown from early spring until August. Keep fresh supply coming.



White Icicle The name just fits. Is one of the earliest long radishes, good for sowing every few weeks from early spring until September.

Salsify (Vegetable Oyster)



Good substitute for oysters. Sow where may remain until late in fall, or may be left in ground and dug as needed in winter. Pkt. 5c; oz. 20c; $\frac{1}{4}$ lb. 60c, prepaid.

Squash, Prepaid



All Squash Seed: Pkt. 5c; Oz. 15c.

TRUE HUBBARD. The good old green, solid, hard shell, long keeping, fine flavored kind that melts in your mouth.

SWEET POTATO. Large oval squash, tapering at blossom end. Skin olive-green. When baked, resembles sweet potatoes.

DELICIOUS. Varies in form and color.

WHITE BUSH SCALLOPED. For summer use.

GIANT CROOKNECKED. Best of summer squashes.

BANANA. As name implies, this is a long squash. When baked the thick golden meat is indeed delicious.

NEW TABLE QUEEN. Small but very prolific. Size 5 to 6 in. long; 4 to 5 in. across. Flavor splendid. Table Queen usually has thin, dark green shell, but color varies. Can be baked or boiled in 20 minutes. Served in halves, it is most attractive and delicious. Early, yet stores well.

For Larger Lots See Page 62

DESTROYING SQUASH BUGS

"The squash bug, like chickens, come home to roost. I found that in the early morning a very small area contained millions of them, so I hit on the plan of killing them with a blue flame gasoline torch, such as electricians use for soldering. In about an hour I killed about 98 per cent of all I had and have not seen a colony in years, and scarcely ever see a single bug. There was no damage to the plants, as the bugs fall on the ground as soon as they feel heat and hear noise."—H. J. Baldwin, Minnesota.

Spinach, Prepaid



All Spinach Seed: Pkt. 5c; Oz. 10c.

BLOOMSDALE, SAVOY LEAVED. One of the best early varieties.

VIROFLAY. Vigorous growing early kind with large, thick, dark green leaves.

"KING OF DENMARK." Does not run to seed as quickly as some kinds. Makes a quick growth of dark green leaves, large and attractively crumpled.

For Larger Lots See Page 62

Swiss Chard, Prepaid



SWISS CHARD—Alias Spinach Beet, Asparagus Beet, "Chicken's Delight." Leaves may be cooked for "greens" like spinach. The stalks may be cut lengthwise and crosswise, the quartered pieces then boiled and served in butter or milk dressing like asparagus. Grow plenty and feed surplus to the chickens. They like Swiss Chard and thrive on it. **Don't dig up the root or cut off all the top.** Pull off the outside stalks. Others will keep forming from heart of plant. Grows in hot weather when spinach lies down on the job. Stands a lot of freezing in fall and still keeps growing. Really a wonderful and useful vegetable. Pkt. 5c; oz. 15c; $\frac{1}{4}$ lb. 35c; lb. \$1.00, prepaid.

Select Tomatoes for Home and Market, Prepaid

Culture: Sow the seed in boxes in the house or in hotbed 6 to 8 weeks before time to set out. **Tomato seed must be kept warm to start it.** (Same with pepper seed.) If come up thick, thin at once. When plants have 5 leaves transplant to shallow boxes or cold frames. Set plants 3 to 4 inches apart. Gradually harden them off by exposing to outdoor air to get stalky, sturdy plants. Set plants deep in garden or field, about 3 feet apart.



The New "Penn State" Tomato—Early, Immense Yielder

The New "Penn State" You will read much about this new Tomato in magazines this season. Originated by Dr. Myers at the Pennsylvania State College and Experiment Station.

Very compact growth, due to self-pruning habit, which makes close planting possible. **Its fruit is formed in clusters**, and are evenly colored a rich scarlet, free from blemishes. Foliage covers fruit well.

The shape is almost spherical, the "meat" dark red, with very little core. Few seeds. Very early. Yield heavy.

Seed grown on the Pennsylvania State College Farms, under personal supervision of the originator, Dr. Myers. Sold in sealed packets only this season. A packet contains about 50 seeds. Pkt. 25c; 2 pkts. 50c; 4 pkts. \$1.00. Supply limited. Order early.

Earliana Is somewhat small, but earliest of all. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. 90c; lb. \$3.50.

Earliana (Special strain.) Seed saved from finest globe-shaped tomatoes of earliest maturity. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

Bonny Best Bright scarlet. Few days later than Earliana, but larger and smoother. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.

Chalk's Early Jewel Deeper red than Earliana, larger and very good. Pkt. 5c; ½ oz. 25c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.

Livingston's Beauty Medium early, smooth, prolific, purplish red. Standard main crop variety. Pkt. 10c; ½ oz. 25c; oz. 40c; ¼ lb. \$1.20; lb. \$3.90.

Ponderosa Largest of all tomatoes, sometimes rough, few seeds. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

John Baer Extra early scarlet. Big yielder. Highly recommended by our Agricultural College. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.

Marglobe Large, smooth, solid, bright red tomato especially resistant to rust and wilt. Developed by Prof. Pritchard of U. S. Dept. of Agriculture. Select seed. Pkt. 10c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.40.

Early Red Head A "Red that is Red," real early tomato of medium size, almost round, solid and smooth and of good flavor. Sets heavy, and keeps right on bearing during the whole season. Pkt. 10c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.40.

John Baer (Special strain.) Result of years' selecting to obtain earliest and best fruits of this variety. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

Yellow Pear Small pear-shaped tomato for preserving. Pkt. 5c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.20.

Ground Cherry (Husk Tomato.) Each fruit in husk. Sweet and fine for preserving or pies. Yellow fruits. Pkt. 10c; ½ oz. 25c; oz. 45c.

Seldom anything gained, often time lost, by setting tomato and pepper plants out before ground and weather warm.

LONG'S Turnips, Prepaid

Culture: Turnips do best in rich, loose soil, but thrive under less favorable conditions. May be sown from early spring until August. For main crop for winter use, sow in July.

EARLY SNOWBALL. Small, pure white, round, extra early; very tender and sweet. Ideal early table turnip.

EXTRA EARLY PURPLE TOP MILAN. The earliest of all turnips. Medium size. Somewhat flat.

EXTRA EARLY WHITE MILAN. Similar to Purple Top Milan, but pure white.

All Turnip Seed: Pkt. 5c; Oz. 10c

WHITE EGG. Quick growing, egg-shaped, pure white variety, for spring or summer growing. Good size.

PURPLE TOP GLOBE. Similar to White Egg in shape but with purple top.

AMBER GLOBE. Same shape as White Egg but color nearly yellow.

For Larger Lots See Page 62

LONG'S Larger Lots at Lower Prices

This page for Market Gardeners and others who buy in larger lots than priced in preceding pages.

NOTE CAREFULLY: All seeds offered on this page are priced prepaid, **EXCEPT Beans, Corn and Peas.**

The easiest way to take care of the sending cost on Beans, Corn and Peas is to have these shipped by express, you pay express on arrival. If quantity less than 10 lbs., it may be cheaper by parcel post.

If sent by parcel post, we will send C. O. D. for the postage on Beans, Peas and Corn. So do not send money for express or postage on seeds priced not prepaid. Pay carrying charges at your end of the line.

Seeds take a special **SECOND CLASS RATE BY EXPRESS**, so that for long distances, and packages weighing around 10 lbs. or more, express is often cheaper than parcel post. (Less than 100 lbs. seldom economical shipment by freight.)

Beans—Not Prepaid

| | 5 lbs. | 10 lbs. | 25 lbs. |
|--------------------------|--------|---------|---------|
| Brittle Wax..... | \$1.30 | \$ 2.10 | \$ 4.25 |
| Burpee's Bush Lima..... | 1.50 | 2.80 | |
| B. Str. Green Pod..... | 1.20 | 1.90 | 4.00 |
| Colorado Cream Butter... | 1.40 | 2.20 | |
| Golden Wax..... | 1.25 | 2.00 | 4.25 |
| Henderson Lima..... | 1.25 | 2.00 | 4.25 |
| Kentucky Wonder..... | 1.40 | 2.20 | 4.50 |

Sweet Corn—Not Prepaid

| | 5 lbs. | 10 lbs. | 25 lbs. |
|--------------------|--------|---------|---------|
| All Varieties..... | \$1.40 | \$ 2.50 | \$ 5.75 |

Peas—Not Prepaid

| | 5 lbs. | 10 lbs. | 25 lbs. |
|----------------------|--------|---------|---------|
| Alaska..... | \$1.10 | \$ 2.00 | \$ 4.00 |
| Alderman..... | 1.30 | 2.20 | 4.50 |
| Ameer..... | 1.10 | 2.00 | 4.00 |
| Blue Bantam..... | 1.10 | 2.00 | 4.00 |
| Dwarf Telephone..... | 1.10 | 2.00 | 4.00 |
| Everbearing..... | 1.10 | 2.00 | 4.00 |
| Gradus..... | 1.10 | 2.00 | 4.00 |
| Laxtonian..... | 1.30 | 2.20 | 4.50 |
| Little Marvel..... | 1.30 | 2.20 | 4.50 |
| Stridah..... | 1.40 | 2.40 | 5.00 |
| Tall Telephone..... | 1.10 | 2.00 | 4.00 |

Beets—Prepaid

| | ¼ lb. | 1 lb. | 5 lbs. |
|------------------------|--------|--------|---------|
| Crosby's Egyptian..... | \$.30 | \$.90 | \$ 4.00 |
| Detroit Dark Red..... | .35 | 1.00 | 4.50 |
| Early Eclipse..... | .30 | .90 | 4.00 |
| Early Wonder..... | .35 | 1.00 | 4.50 |

Cabbage—Prepaid

| | ¼ lb. | 1 lb. | 5 lbs. |
|------------------------|--------|---------|---------|
| Baby Head..... | \$.80 | \$ 2.50 | |
| Copenhagen Market..... | .60 | 2.25 | \$ 9.50 |
| Danish Round Head..... | .60 | 2.25 | 9.50 |
| Golden Acre..... | 1.00 | 2.20 | 14.00 |
| Marion Market..... | .90 | 3.00 | 13.75 |
| Wisconsin No. 8..... | .90 | 3.00 | 13.75 |
| Other Varieties..... | .60 | 2.00 | 9.50 |

Carrots—Prepaid

| | ¼ lb. | 1 lb. | 5 lbs. |
|--------------------------|--------|--------|---------|
| Chantenay..... | \$.35 | \$.90 | \$ 4.25 |
| Chantenay (Red Cored)... | .40 | 1.20 | 5.50 |
| Danvers..... | .35 | 1.00 | 4.75 |
| Morse's Bunching..... | .40 | 1.25 | 6.00 |
| Nantes..... | .40 | 1.15 | 5.00 |
| Oxheart..... | .35 | .90 | 4.25 |

Cucumbers—Prepaid

| | ¼ lb. | 1 lb. | 5 lbs. |
|----------------------|--------|---------|---------|
| Imp. Long Green..... | \$.75 | \$ 2.50 | \$11.25 |
| Long's "5 L"..... | 1.00 | 3.00 | 14.00 |
| Other Varieties..... | .60 | 2.25 | 10.75 |

Lettuce—Prepaid

| | ¼ lb. | 1 lb. | 5 lbs. |
|----------------------|--------|---------|---------|
| Mignonette..... | \$.50 | \$ 1.50 | \$ 6.00 |
| New York..... | .60 | 2.00 | 9.00 |
| Other Varieties..... | .40 | 1.20 | 5.00 |

Muskmelon—Prepaid

| | ¼ lb. | 1 lb. | 5 lbs. |
|----------------------|--------|---------|---------|
| Greeley Wonder..... | \$.40 | \$ 1.25 | \$ 5.00 |
| Hale's Best..... | .35 | 1.25 | 5.00 |
| Other Varieties..... | .30 | .90 | 4.25 |

Water Melon—Prepaid

| | ¼ lb. | 1 lb. | 5 lbs. |
|----------------------|--------|---------|---------|
| King and Queen..... | \$.35 | \$ 1.00 | \$ 4.75 |
| Stone Mountain..... | .35 | 1.00 | 4.75 |
| Other Varieties..... | .30 | .80 | 3.50 |

Onion—Prepaid

| | ¼ lb. | 1 lb. | 5 lbs. |
|-----------------------|--------|---------|---------|
| Mt. Danvers Imp..... | \$.85 | \$ 3.00 | \$13.50 |
| Sweet Spanish..... | .85 | 3.00 | 13.50 |
| Early Barletta..... | .75 | 2.50 | 12.00 |
| White Globe..... | .85 | 3.00 | 14.50 |
| White Silverskin..... | .75 | 2.50 | 12.00 |

Pumpkin—Prepaid

| | ¼ lb. | 1 lb. | 5 lbs. |
|----------------------|--------|--------|---------|
| Field..... | \$.25 | \$.60 | \$ 2.60 |
| King of Mammoth..... | .30 | 1.00 | 4.00 |
| Sugar..... | .25 | .75 | 3.25 |

Radishes—Prepaid

| | ¼ lb. | 1 lb. | 5 lbs. |
|--------------------|--------|--------|---------|
| All Varieties..... | \$.30 | \$.80 | \$ 3.50 |

Spinach—Prepaid

| | ¼ lb. | 1 lb. | 5 lbs. |
|--------------------|--------|--------|---------|
| All Varieties..... | \$.15 | \$.40 | \$ 1.60 |

Squash—Prepaid

| | ¼ lb. | 1 lb. | 5 lbs. |
|--------------------------|--------|---------|---------|
| Giant Crooknecked..... | \$.30 | \$ 1.00 | \$ 4.50 |
| White Bush Scalloped.... | .30 | 1.00 | 4.50 |
| Other Varieties..... | .35 | 1.25 | 5.75 |

Turnip—Prepaid

| | ¼ lb. | 1 lb. | 5 lbs. |
|--------------------|--------|--------|---------|
| All Varieties..... | \$.30 | \$.80 | \$ 3.50 |

Cabbage Seed in Sealed Bags

This season we have two of the most popular and best money making varieties of cabbage seed put up in sealed bags by our Denmark growers.

Danish Round Head Special stock of this favorite main crop Cabbage. **Prices:** ½ lb. \$1.40; 1 lb. \$2.50; 2 lbs. \$4.50; 3 lbs. \$6.60; 5 lbs. \$12.00, prepaid.

Golden Acre Exceedingly early round head type. A money maker. Special Danish grown seed. ½ lb. \$2.20; 1 lb. \$4.00; 2 lbs. \$7.50, prepaid.

Business Terms—

Safe delivery guaranteed.

All goods prepaid, unless otherwise noted.

Cash with order, or ¼ cash, balance C. O. D. Please do not ask for any other terms. **Money orders preferred. Your check accepted**, but please do not send checks for small amounts if you can conveniently remit otherwise. **Banks now charge for collecting checks.** We don't require you to stand this expense yourself, but will appreciate it if you use Money Orders or paper bills for amounts of \$5.00 or less. Silver coins or stamps for odd change less than \$1.00.

ENVELOPE BRINGS HOME THE BACON.

Don't worry if not convenient to get M. O., or send check. Just mail bills or **silver** coins in my self-addressed return envelope. Chances are 9,999,999 to 10,000,000 that I will get the money O. K. Notice how **strong** my return envelope is. I had it made strong so it will carry coins. Yes, I accept stamps, but prefer coin, because we buy our stamps in sheets, all precancelled for parcel post use.

C. O. D. orders. Bear in mind that C. O. D. orders cost you extra for collection. Note we require ¼ down payment on C. O. D. orders.

Goods priced prepaid will be sent by parcel post or express, **our option.** If you specify a certain way and the other is cheaper, you pay the difference.

We ship promptly, or notify you if goods are to be sent later. So if you fail to receive goods or a notice within one week, please drop us a line at once. Don't wait.

I want you to report errors. Just drop me a line stating the trouble. That's enough. Don't need to sass me.

NON-WARRANTY—Owing to many conditions that may prevent the best seeds from growing and giving satisfaction, we, The J. D. Long Seed Company, therefore, in common with other seedsmen, give no warranty, expressed or implied, as to growth, description, quality, productiveness, or any other matter of any seeds, bulbs or plants that we send out, and we will in no way be responsible for the crop. If the purchaser does not accept the goods on these terms they are at once to be returned, and the money will be refunded.

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LONG'S Dazzling Zinnias

• • • All Sizes from Mastodon to Miniature. All Zinnias on this page at same prices. Pkt. 10c; 3 pkts. 25c; 7 pkts. 50c; 15 pkts. \$1.00. You pick them out yourself.

All Zinnias on this page, in larger lots than packets at: 1/4 oz. 30c; 1/2 oz. 50c; oz. 90c. All prepaid.



LONG'S Dahlia-Flowered Zinnias

Canary Bird. Z1. Immense primrose.
Crimson Monarch. Z2. Gigantic, largest of the red shades.
Dream. Z3. A fine deep lavender, turning to purple.
Exquisite. Z4. Light rose, center a deeper rose. Immense.
Golden State. Z5. Rich orange-yellow.
Lemon Beauty. Z6. Immense golden-yellow on brown.
Polar Bear. Z7. Pure white. Very large.
Purple Prince. Z8. Rhodanthe purple, large and well formed.
Scarlet Flame. Z9. Large, bright scarlet, orange blending.
Dahlia-Flowered Mixed. Z10. Above, mixed.

LONG'S Mammoth Zinnias

(Also Called California Giants)

Brightness. Z20. Bright pink, lovely.
Lavender Gem. Z21. Deep lavender.
Orange Queen. Z22. Rich golden orange.
Purity. Z23. Best and biggest white.
Salmon Queen. Z24. Salmon-rose. Unusual.
Scarlet Glow. Z25. Glowing deep scarlet.
Violet Queen. Z26. Deep purple.
Mammoth Mixed. Z27. Above colors, mixed.

Mastodon Mixed Zinnias for 1935

"All-in-One." Z30. Mixture of my gigantic Dahlia-Flowered and Mammoth in giant size and rare colors. Marvelous mixture.

Lilliput Zinnias (Lovely for Table Bouquets)

Canary Yellow. Z40. Fine for cutting.
Red Riding Hood. Z41. Bright scarlet.
Salmon-Rose. Z42. Loveliest of Lilliputs.
Rosebud. Z43. (New) Bodger's rose-pink.
White Gem. Z44. Best white Lilliput.
Mixed Lilliputs. Z45. Above, mixed.

Early Wonder Zinnia (Extra Early)

Z50. Exceedingly EARLY, double, long stems. Color, fiery salmon cerise-pink.

"Tom Thumb" Zinnias (Smallest of All)

Mixed colors. Z60. See page 2 for description.

• • • More About Zinnias

Never before in the history of Zinnias have the new outstanding varieties been offered at these prices.

This season I want you to go after some big Zinnias in a big way. You know the Dahlia-Flowered type. Sure great. But you may not realize that the California Mammoth Zinnias are also *immense*, and in some ways even more spectacular than the Dahlia-Flowered. Gigantic size. Wonderful colors. Plants a little taller than the others.

And by all means find a place for some of the delightful Lilliputs. Fine for cutting, and last a long time.

For the new sensational type of Chrysanthemum-Flowered Zinnia, called Fantasy, a real novelty, see page 2.

The darling little "Tom Thumb" Zinnias are included on this page, but no room for illustration here. So turn to page 2 for picture of "Tom Thumb"—the smallest of all Zinnias.

THE J. D. LONG SEED COMPANY Boulder, Colo.